

PONTIFICIA UNIVERSIDAD CATOLICA DEL ECUADOR
SEDE AMBATO

ESCUELA DE ADMINISTRACION DE EMPRESAS
CARRERA DE FORMACION DUAL EN GERENCIA DE
PEQUEÑAS Y MEDIANAS EMPRESAS

Tema:

Creación e implementación de un sistema de comercialización
alternativo para productores agrícolas y PYMES de
producción en las zonas de Tungurahua y Cotopaxi
(PROYECTO LA TIENDA).

Previa a la obtención del título de:
TECNOLOGO EN ADMINISTRACION DE PEQUEÑAS Y
MEDIANAS EMPRESAS.

Presentado por:

ADRIANA KARINA JARRIN VIÑA
CARLOS HIDALGO CACERES
JAVIER CORRALES BASTIDAS
JORGE E. GARCIA GUERRERO



AMBATO – ECUADOR
2002

AGRADECIMIENTO

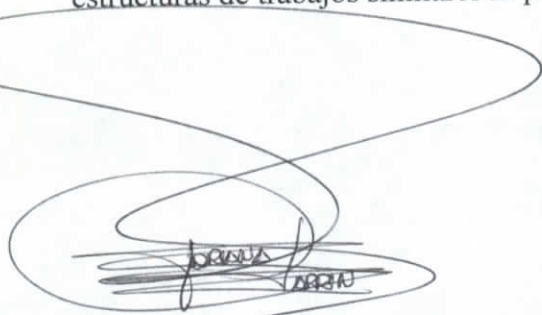
A la Pontificia Universidad Católica del Ecuador, Sede Ambato, a los Directivos y Cuerpo Docente de la Escuela de Administración de Empresas. Al Ing. Jorge Nuñez Director de este proyecto, quien supo darnos su apoyo y ayuda en los momentos de dificultad, y a nuestros compañeros de clase que creyeron en los beneficios de la educación dual, se arriesgaron a tomarlos y comparten hoy sus resultados.

DEDICATORIA

Este trabajo lo dedicamos a Dios, que nos guía en la búsqueda de una realidad más humana y a nuestras familias que han aportado con el sacrificio y el tiempo que a ellas les correspondía.

DECLARATORIA DE AUTENTICIDAD

Este proyecto, su idea original, su desarrollo y las conclusiones que de el se deriven son de responsabilidad exclusiva de los abajo firmantes quienes en conjunto declaramos que el presente es el resultado de nuestro esfuerzo y no toma datos ni estructuras de trabajos similares ni publicados ni inéditos.



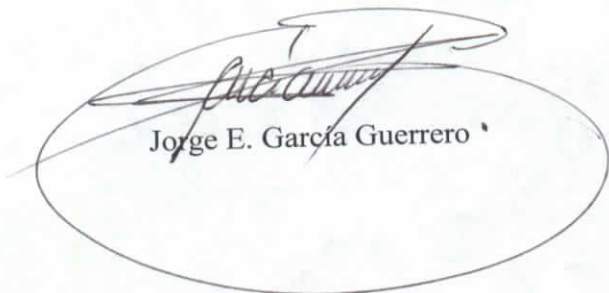
Adriana Karina Jarrín Viña



Carlos Hidalgo



Javier Corrales Bastidas



Jorge E. García Guerrero *

PRÓLOGO

El presente trabajo surge y cobra vida en respuesta a la inquietud que nos genera el pensar en estructuras económicamente rentables y socialmente comprometidas, crece con la necesidad que tenemos de encontrar formas de organización que garanticen la humanidad del Ser y si halla tierra fértil, quizá madurara en la certeza de aportar una nueva visión engalanada con un Ecuador donde las personas no sean simples actores sino más bien creadores de su destino. Un Ecuador donde sus ciudadanos sean dueños no solo de los medios y recursos, en el que no únicamente aporten con la gestión y el esfuerzo, sino también gocen de los resultados y las metas alcanzadas.

Este trabajo es parte de un sueño que predica con la idea de empresas que reinviertan sus utilidades económicas para lograr rentabilidad social.

Partimos de la idea básica de ofrecer a productores y clientes la oportunidad de participar con nosotros como socios y copropietarios de “La Tienda” no solo en un intento de financiar un proyecto, ni siquiera por generar pertenencia y fidelidad, ni únicamente como una estrategia de captar ventas y lograr volúmenes, sino más bien como un mecanismo de dotar a los productores agrícolas de una herramienta útil para poder competir en igualdad de condiciones y con mejores resultados económicos que los que actualmente logran en las estructuras normales de comercialización.

Quiera Dios que este sea el primer paso en la construcción de nuestro sueño.

INDICE

| | |
|--|-----|
| AGRADECIMIENTO | I |
| DEDICATORIA | II |
| DECLARATORIA DE AUTENTICIDAD | III |
| PROLOGO | IV |
| CAPIULO I | |
| IDENTIFICACION DEL PROYECTO | 1 |
| 1.1. TITULO | 1 |
| 1.2. GENERALIDADES | 1 |
| 1.2.1. Contexto | 1 |
| 1.2.2. Antecedentes | 2 |
| 1.2.3. Propuesta | 3 |
| 1.2.4. Delimitación | 4 |
| 1.3. OBJETIVO DEL PROYECTO | 4 |
| 1.3.1. Objetivos Generales | 4 |
| 1.3.2. Objetivos Específicos | 4 |
| CAPITULO II | |
| ESTUDIO DE MERCADO | 6 |
| 2.1. TEMA | 6 |
| 2.2. OBJETIVO | 6 |
| 2.3. ESTUDIO DE LA DEMANDA | 6 |
| 2.3.1. Definición de la canasta básica | 6 |
| 2.3.1.1. Objetivos | 7 |
| 2.3.1.1.1 Objetivo General | 7 |
| 2.3.1.1.2. Objetivos específicos | 7 |

| | |
|---|----|
| 2.3.2. Recolección de datos | 7 |
| 2.3.3. Resultado | 7 |
| 2.3.3. Definición del consumidor final. | 12 |
| 2.3.3.1. Objetivos | 12 |
| 2.3.3.1.1. Objetivo General | 12 |
| 2.3.3.1.2. Objetivos Específicos | 12 |
| 2.3.2. Elaboración de la encuesta | 13 |
| 2.3.3. Resultados Ambato | 13 |
| 2.4.1. Conclusiones Ambato | 21 |
| 2.5. Resultados Latacunga | 22 |
| 2.5.1. Conclusiones Latacunga | 28 |
| 2.5.1.1. Conclusiones Estudio de demanda | 30 |
| 2.3 ESTUDIO DE LA OFERTA | 30 |
| 2.3.1. Objetivos | 30 |
| 2.3.1.1. Objetivo General | 31 |
| 2.3.1.2. Objetivos Específicos | 31 |
| 2.3.2. Investigación | 31 |
| 2.3.3. Precio del proveedor frente al precio al consumidor | 31 |
| 2.3.4. Conclusiones del estudio de la oferta | 32 |
| 2.3.5. CAPITULO III | |
| ESTUDIO TECNICO | 33 |
| 3.1. OBJETIVOS | 33 |
| 3.2. ANTECEDENTES | 33 |
| 3.3. Infraestructura física | 34 |

| | |
|--|----|
| 3.3.1. Elementos. | 34 |
| 3.3.1.1. Supermercado “La Tienda” Ambato. | 34 |
| 3.3.1.2. Supermercado “La Tienda” Latacunga. | 34 |
| 3.3.1.3. Centro de Acopio y Distribución. | 34 |
| 3.3.1.4. Area administrativa. | 35 |
| 3.3.2. Estructura física y disposición en planta | 35 |
| 3.4. INVERSION Y FINANCIAMIENTO | 35 |
| 3.4.1. Objetivos | 35 |
| 3.4.2. Antecedentes | 36 |
| 3.4.3. Inversión en activo fijo no depreciable | 36 |
| 3.4.4. Inversión en activos fijos depreciable | 37 |
| 3.4.5. Capital de trabajo | 40 |
| 3.4.6. Estado de situación inicial | 40 |
| 3.4.7. Fuentes de Recursos Financieros | 42 |
| CAPITULO IV | |
| ESTUDIO FINANCIERO | 43 |
| 4.1. OBJETIVOS | 43 |
| 4.1.1. Objetivo General | 43 |
| 4.1.2. Objetivos Específicos | 43 |
| 4.2. VARIABLES BÁSICAS. | 43 |
| 4.2.1. Tamaño del mercado potencial | 44 |
| 4.2.2. Mercado meta | 44 |
| 4.2.3. Margen de Utilidad | 45 |
| 4.2.4. Inflación | 45 |
| 4.3. PRESUPUESTO DE VENTAS | 46 |

| | |
|---|----|
| 4.3.1. Presupuesto de ventas escenario pesimista. | 46 |
| 4.3.2. Presupuesto de ventas escenario conservador | 47 |
| 4.3.3. Presupuesto de ventas escenario optimista | 48 |
| 4.4. INVENTARIO IDEAL DE MERCADERÍAS | 49 |
| 4.5. PRESUPUESTO DE COMPRAS | 50 |
| 4.5.1. Presupuesto de compras escenario Pesimista. | 50 |
| 4.5.2. Presupuesto de compras escenario conservador | 51 |
| 4.5.3. Presupuesto de compras escenario optimista | 51 |
| 4.6. PRESUPUESTO DE MANO DE OBRA | 52 |
| 4.6.1. Sueldos Y Salarios Unificados | 53 |
| 4.6.2. Requerimientos De Mano De Obra | 53 |
| 4.6.3. Rol De Pagos | 55 |
| 4.6.4. Beneficios Sociales | 55 |
| 4.6.5. Prestaciones Sociales | 56 |
| 4.6.6. Capacitación Del Personal. | 57 |
| 4.6.7. Comisión En Ventas | 57 |
| 4.7. DEPRECIACIÓN DE ACTIVOS FIJOS | 58 |
| 4.8. COSTOS Y GASTOS | 59 |
| 4.9. ESTADO PROFORMA DE RESULTADOS | 60 |
| CAPITULO V | |
| ANALISIS FINANCIERO | 67 |
| 5.1. FLUJO DE FONDOS PROYECTADO | 67 |
| 5.2. EVALUACION DEL PROYECTO | 71 |
| 5.2.1. Rentabilidad simple | 71 |

| | |
|---|----|
| 5.2.3. Rentabilidad sobre las ventas | 72 |
| 5.2.4. Periodo de retorno de capital | 73 |
| 5.2.5. Valor actual neto | 74 |
| 5.2.6. Tasa interna de retorno | 75 |
| CAPITULO VI | |
| CONCLUSIONES Y RECOMENDACIONES | 76 |
| 6.1. Conclusiones | 76 |
| 6.2. Recomendaciones | 77 |
| BIBLIOGRAFIA | 78 |
| Anexo 1 | |
| Encuesta al Consumidor | |
| Anexo 2 | |
| Listado de Productores – Proveedores | |
| Anexo 3 | |
| Listado de Precios Productos – Consumidor | |
| Anexo 4 | |
| Estructura Física y Distribución en Planta | |
| Anexo 5 | |
| Tabla de Amortización del Financiamiento Bancario | |
| Anexo 6 | |
| Proyección de la Demanda Total | |
| Anexo 7 | |
| Presupuesto de Ventas | |



Anexo 8

Presupuesto de Compras

Anexo 9

Organigrama Estructural

Anexo 10

Rol de Pagos

Anexo 11

Proyección de Beneficios Sociales

Anexo 12

Proyección de Prestaciones Sociales

Anexo 13

Proyección de Costos y Gastos

CAPITULO I

IDENTIFICACION DEL PROYECTO

1.1. TITULO

Creación e implementación de un sistema de comercialización alternativo para productores agrícolas y PYMES de producción en las zonas de Tungurahua y Cotopaxi (PROYECTO LA TIENDA).

1.2. GENERALIDADES

1.2.1. Contexto.-

- Los productores y en especial los de la agroindustria, carecen de formación técnica y su producción la realizan sin tecnología ó con alguna muy deficiente ó anticuada, traspasándole estas deficiencias y sus costos a la calidad y competitividad de sus productos.
- Entre los productores agrícolas y el consumidor final existen muchos intermediarios que generan costos sin beneficio de valor agregado.
- Los productos agrícolas y agroindustriales que se ofertan en las zonas agrícolas de Tungurahua y Cotopaxi desconocen el sentido de generación de marca y su importancia en la generación de valor y fidelidad en el consumidor.
- No existen canales directos productor – comercializador – consumidor, rápidos y económicos.

- El concepto del supermercado y los grandes centros de abasto están influenciando el comercio de productos y bienes de consumo humano, como lo demuestran los resultados económicos obtenidos por las grandes cadenas que existen en el Ecuador.
- Aunque aun en nuestros mercados comerciales no existe una gran influencia del Internet y de los conceptos de e – bussines estos son sin duda las nuevas tendencias de mercado.

1.2.2. Antecedentes

- Partimos de reconocer la situación actual de un mercado que no logra ofrecer alternativas para lograr un buen nivel de calidad en sus productos agrícolas.
- El punto clave es la inexistencia de canales de comercialización que pertenezcan y trabajen en beneficio de los productores.
- De los canales existentes pocos son los que buscan competir por servicio y calidad a más de por precio y por lo mismo, pocos son los que buscan beneficios reales en el consumidor.
- La distribución inadecuada se traduce en desabastecimiento, especulación e incontrolables elevaciones en los precios, y la consiguiente afectación de la economía popular.
- Es importante también reconocer la explotación que sufren los pequeños productores al negociar con mayoristas o minoristas que muchas ocasiones se aprovechan de su sencillez y de su falta de conocimiento.
- Cada vez el consumidor, en beneficio de sus familias, pone mayor cuidado en la calidad del producto que compra y en si cuenta o no con sus registros, patentes y

fechas de elaboración y caducidad. Información que no se puede obtener de aquellos bienes que se producen en el agro, falencia que resta competitividad a estos productos, obligándolos a competir solo por su precio bajo.

- No existe una razonada programación en la producción agrícola, resultando ello en variaciones bruscas de los volúmenes de producción traducidas en considerables caídas y en alzas escandalosas de precio, las que siempre afectan al productor y al consumidor en beneficio único del intermediario especulador.
- El pequeño y mediano productor no cuenta con los recursos técnicos necesarios para su producción con lo que se desaprovechan los recursos naturales y no se aprovecha de nuestro campo todo su potencial.

1.2.3. Propuesta

- Desde lo anteriormente expuesto nuestro Proyecto propone convertirse en un enlace productor - consumidor, ofreciéndoles al productor un buen pago y al consumidor un bajo precio.
- Con este proyecto se garantiza universalizar las alternativas de comercialización.
- Buscamos plantear una solución enmarcada en lo que hemos definido como socialismo productivo es decir “igualdad social a través del trabajo productivo”.
- Como lograrlo: Capacitándonos y capacitando a socios comerciales para lograr un cambio positivo en la cultura y calidad de vida de nuestra gente y del país.
- Nuestro proyecto es un llamado a construir estructuras sociales y económicas que garanticen una vida digna a los que hoy son empobrecidos por el sistema o excluidos de una sociedad que no les brinda oportunidades.

- Queremos asumir nuestro compromiso social y nuestra obligación de ciudadanos libres de plantear ideas que pretendan mejorar en algo, la vida y el futuro de nuestra sociedad.

1.2.4. Delimitación

El universo geográfico de nuestro Proyecto esta comprendido en las provincias de Tungurahua y Cotopaxí.

1.3. OBJETIVO DEL PROYECTO

1.3.1. Objetivos Generales

- Estudiar la conveniencia de implementar un gran supermercado agrícola y agro industrial en el que productores y comercializadores participen como socios estratégicos y propietarios de su destino.
- Dotar a las PYMES agrícolas de un canal de distribución que les permita acceder al consumidor final con calidad, rentabilidad y bajo precio.
- Crear a través de la rentabilidad de una empresa social el financiamiento para Implementar y mantener una escuela de pequeños líderes para futuro.

1.3.2. Objetivos Específicos

- Convertir al productor agrícola en el proveedor natural y en el socio estratégico del proyecto.

- Demostrar la necesidad de crear un centro de acopio que enlace al productor con el canal. Generando valor a los productos agrícolas (Imagen, Marca)
- Plantear como un anexo la posibilidad de crear una cadena de tiendas detallistas cuya administración estará cargo de su propietario actual.
- Diseñar un plan de capacitación y desarrollo humano para todos los actores de este proyecto y su grupo familiar y social (comunidad).

CAPITULO II

ESTUDIO DE MERCADO

2.1. TEMA

Determinar que características debe poseer y que beneficios debe brindar el punto de venta para cubrir las expectativas y satisfacer los requerimientos de sus clientes y obtener su preferencia.

2.2. Objetivo

Definir:

- Los productos que componen la canasta básica de alimentos consumidos por la familia típica de las provincias de Tungurahua y Cotopaxi.
- Las características del productor – proveedor natural del canal.
- Los hábitos de compra de los posibles consumidores de nuestro canal.
(supermercado)

2.3. ESTUDIO DE LA DEMANDA

2.3.1. Definición de la canasta básica

2.3.1.1. Objetivos

2.3.1.1.1. Objetivo General

Definir una canasta básica que compuesta con productos agrícolas y elaborados resuma la dieta de los habitantes de las ciudades de Ambato y Latacunga. Lugares donde se ubicaran los supermercados propuestos por el presente proyecto.

2.3.1.1.2. Objetivos específicos

- Conformar un listado que resuma los alimentos básicos presentes en la dieta diaria de los habitantes de las ciudades de Ambato y Latacunga.
- Conocer la cantidad que en promedio por familia se consumen de estos productos.

2.3.1.2. Recolección de datos

Previo a esta definición se realizó una encuesta a 100 personas en las ciudades de Ambato y Latacunga.

Para el efecto se agruparon los productos de acuerdo a su similitud en las siguientes categorías: Frutas; Hortalizas, verduras y tubérculos; Granos; Harinas; Carne, leche y huevos; Alimentos procesados; y Otros.

En el grupo Otros que se agrupan productos genéricos como los fósforos y los artículos básicos de aseo personal.

Las categorías han sido definidas buscando agrupar y resumir el mayor porcentaje posible de los productos agrícolas presentes en la dieta de la población de las ciudades en estudio.

2.3.1.3. Resultados

Luego de aplicar la encuesta en las ciudades objeto de estudio se llegó al siguiente resultado, con el que se define una canasta básica de productos para los consumidores de Ambato y Latacunga, y se detalla su consumo mensual promedio.

| | PRODUCTO | UNIDADES | CONSUMO |
|----|-----------------|----------|--------------------------|
| | FRUTAS | | Mensual familia promedio |
| 1 | Babaco | Unidades | 2,80 |
| 2 | Banano | Racimo | 4,40 |
| 3 | Frutilla | Kg. | 0,68 |
| 4 | Guayaba | Kg. | 1,77 |
| 5 | Limón | Kg. | 1,36 |
| 6 | Mandarina | Unidades | 25,00 |
| 7 | Manzana | Kg. | 1,05 |
| 8 | Maracuyá | Kg. | 0,77 |
| 9 | Melón | Unidades | 1,20 |
| 10 | Mora | Kg. | 1,36 |
| 11 | Naranja | Kg. | 5,70 |
| 12 | Naranjailla | Kg. | 1,77 |
| 13 | Papaya | Unidades | 2,00 |
| 14 | Pera | Kg. | 0,91 |
| 15 | Piña | Unidades | 2,00 |
| 16 | Plátano | Racimo | 4,40 |
| 17 | Plátano verde | Racimo | 4,90 |
| 18 | Tamarindo | Kg. | 0,45 |
| 19 | Tomate de árbol | Kg | 3,27 |

| | | | |
|-----------------------------------|-----------------------|-----------|-------|
| 20 | Uvas | Kg | 1,59 |
| HORTALIZAS, VERDURAS Y TUBERCULOS | | | |
| 21 | Acelga | Porciones | 3,20 |
| 22 | Berro | Porciones | 1,30 |
| 23 | Cebolla blanca | Atados | 3,80 |
| 24 | Cebolla perla | Atados | 3,70 |
| 25 | Col | Unidades | 2,10 |
| 26 | Hierba de sal y dulce | Atados | 3,20 |
| 27 | Lechuga | Unidades | 3,00 |
| 28 | Nabo | Porciones | 0,60 |
| 29 | Papa Nabo | Porciones | 0,60 |
| 30 | Papas | Kg. | 50,00 |
| 31 | Pimiento | Kg. | 1,55 |
| 32 | Rábanos | Porciones | 0,75 |
| 33 | Remolacha | Porciones | 0,85 |
| 34 | Tomate riñón | Kg. | 7,43 |
| 35 | Vainita | Porciones | 3,50 |
| 36 | Yuca | Kg. | 0,96 |
| 37 | Zanahoria | Porciones | 1,09 |
| GRANOS | | | |
| 38 | Alverja | Kg. | 2,62 |
| 39 | Arrocillo | Kg. | 0,36 |
| 40 | Arroz | Kg. | 17,73 |
| 41 | Arroz de cebada | Kg | 1,36 |

| | | | |
|----|-----------------------|----------|-------|
| 42 | Azúcar | Kg | 8,18 |
| 43 | Canguil | Kg | 1,71 |
| 44 | Chocho | Kg. | 1,34 |
| 45 | Choclo | Unidades | 18,00 |
| 46 | Frejol | Kg. | 2,99 |
| 47 | Habas | Kg | 3,04 |
| 48 | Lentejón | Kg | 0,97 |
| 49 | Maíz | Kg | 0,60 |
| 50 | Maní | Kg | 1,23 |
| 51 | Morocho partido | Kg. | 1,06 |
| 52 | Mote | Kg. | 0,77 |
| 53 | Quinoa | Kg. | 0,55 |
| | HARINAS | | |
| 54 | Avena | Kg. | 1,21 |
| 55 | De Alverja | Kg. | 0,64 |
| 56 | De Castilla | Kg. | 2,67 |
| 57 | De Haba | Kg. | 1,15 |
| 58 | De habilla | Kg. | 0,49 |
| 59 | Máchica | Kg. | 1,71 |
| 60 | Maicena | Kg. | 0,94 |
| | CARNE, LECHE Y HUEVOS | | |
| 61 | Carne de Res | Kg. | 2,90 |
| 62 | Hueso Res | Kg. | 3,15 |
| 63 | Huevos | Unidades | 27,20 |

| | | | |
|----------------------|-----------------|----------|--------|
| 64 | Pescado | Kg | 2,23 |
| 65 | Carne de pollo | Kg | 4,02 |
| 66 | Queso | Unidades | 1,93 |
| 67 | Mantequilla | Kg. | 0,64 |
| 68 | Leche | Litros | 15,00 |
| ALIMENTOS PROCESADOS | | | |
| 69 | Aceite | Unidades | 4,60 |
| 70 | Aliños | Unidades | 5,81 |
| 71 | Atún | Unidades | 4,00 |
| 72 | Café | Kg. | 0,70 |
| 73 | Caramelos | Kg. | 0,91 |
| 74 | Cocoa | Kg. | 0,64 |
| 75 | Embutidos | Kg | 2,43 |
| 76 | Fideos | Kg | 5,39 |
| 77 | Gelatina | Kg. | 1,00 |
| 78 | Jugos en polvo | Unidades | 1,70 |
| 79 | Manteca | Kg. | 1,05 |
| 80 | Mermeladas | Unidades | 1,20 |
| 81 | Pan | Unidades | 150,00 |
| 82 | Sal | Kg. | 0,79 |
| 83 | Salsa de Tomate | Unidades | 2,10 |
| 84 | Sardina | Unidades | 0,87 |
| 85 | Té | Unidades | 1,20 |
| OTROS | | | |

| | | | |
|----|--------------------|----------|-------|
| 86 | Cepillo dental | Unidades | 1,67 |
| 87 | Detergente | Kg. | 0,98 |
| 88 | Fósforos (10's) | Paquetes | 0,45 |
| 89 | Jabón de lavar | Unidades | 20,00 |
| 90 | Jabón de tocador | Unidades | 2,07 |
| 91 | Papel higiénico | Unidades | 9,60 |
| 92 | Pasta dental | Unidades | 2,40 |
| 93 | Toallas Sanitarias | Unidades | 2,20 |

2.3.2. Definición del consumidor final.

2.3.2.1. Objetivos

2.3.2.1.1. Objetivo General

Identificar y definir el perfil del cliente – consumidor final, dispuesto a utilizar los servicios que brinde un supermercado cuya oferta este basada en productos agrícolas y que además habite en las ciudades de Ambato y Latacunga.

2.3.2.1.2. Objetivos Específicos

- Definir la familia promedio, en base al ingreso, número de personas que trabajan y número de personas consumidoras.
- Conocer los ingresos de esta familia promedio y el porcentaje que se destina para compra de alimentos.

- Conocer el porcentaje de los ingresos que destinan para la compra de otros productos de consumo humano.
- Determinar la frecuencia de compra de productos alimenticios y otros de consumo humano.
- Establecer condiciones de servicio y calidad para atraer y retener clientes potenciales.
- Identificar necesidades que se puedan satisfacer con productos ofertados por empresas industriales existentes en el país y que puedan completar nuestra canasta básica definida.

2.3.2.2 Elaboración de la encuesta

Tomando en cuenta los planteamientos hechos en los objetivos general y específicos, se formuló una encuesta destinada a aplicarse a potenciales consumidores finales en las ciudades de Ambato y Latacunga misma que consta en el anexo 1.

2.3.2.3. Resultados Ambato

Los siguientes son los resultados obtenidos de la tabulación de la encuesta aplicada en la ciudad de Ambato, y presentada en el formato de una encuesta tipo.

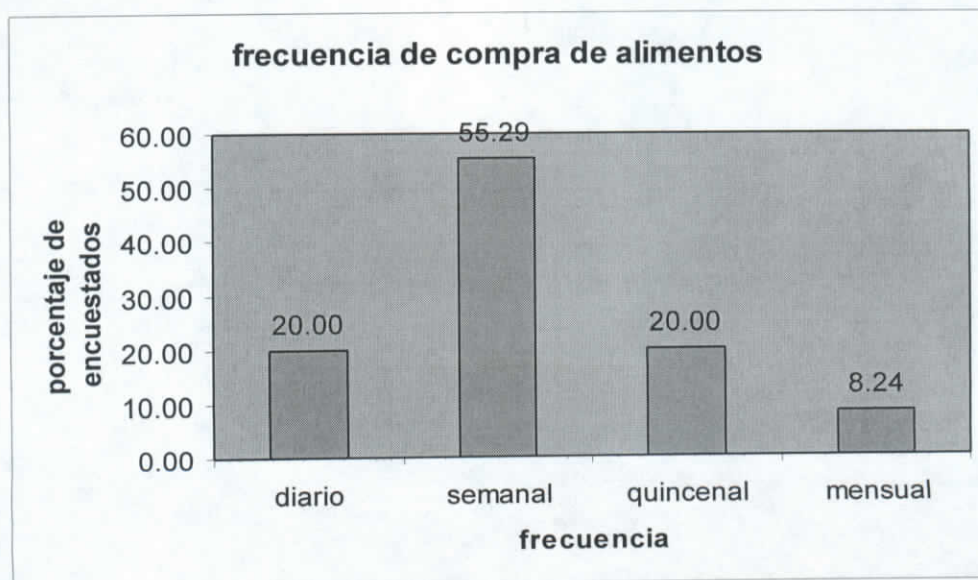
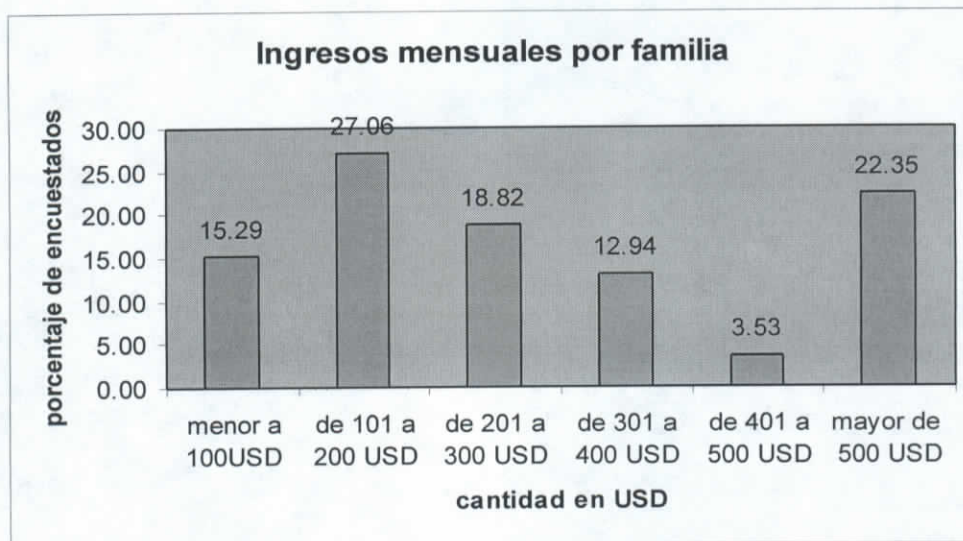
| RESULTADOS DE LA ENCUESTA | | |
|---------------------------|-----------------------------------|------|
| 1 | Cuántas personas viven con usted | 4,52 |
| 2 | Cuántas de ellas trabajan | 2,36 |
| 3 | Que cargo desempeña en el trabajo | |

| | | |
|---|--|--------|
| 4 | En cual de los siguientes rangos se ubican los ingresos de su familia | % |
| A | Menor a 100USD | 15,29 |
| B | De 101 a 200 USD | 27,06 |
| C | De 201 a 300 USD | 18,82 |
| D | De 301 a 400 USD | 12,94 |
| E | De 401 a 500 USD | 3,53 |
| F | Mayor de 500 USD | 22,35 |
| 5 | Que cantidad de dineros destina mensualmente su familia a la compra de alimentos | 124,00 |
| 6 | Con que frecuencia realiza sus compras de alimentos | % |
| A | Diario | 20,00 |
| B | Semanal | 55,29 |
| C | Quincenal | 20,00 |
| D | Mensual | 8,24 |
| 7 | Que cantidad destina cada mes su familia a la compra de artículos de limpieza y/o aseo | 31,74 |
| 8 | Con que frecuencia realiza sus compras de artículos de limpieza y/o aseo personal | % |
| A | Diario | 2,35 |
| B | Semanal | 22,35 |
| C | Quincenal | 30,59 |
| D | Mensual | 44,71 |
| 9 | Que productos compran diariamente su familia | % |
| A | Pan | 90,59 |
| B | Leche | 88,24 |

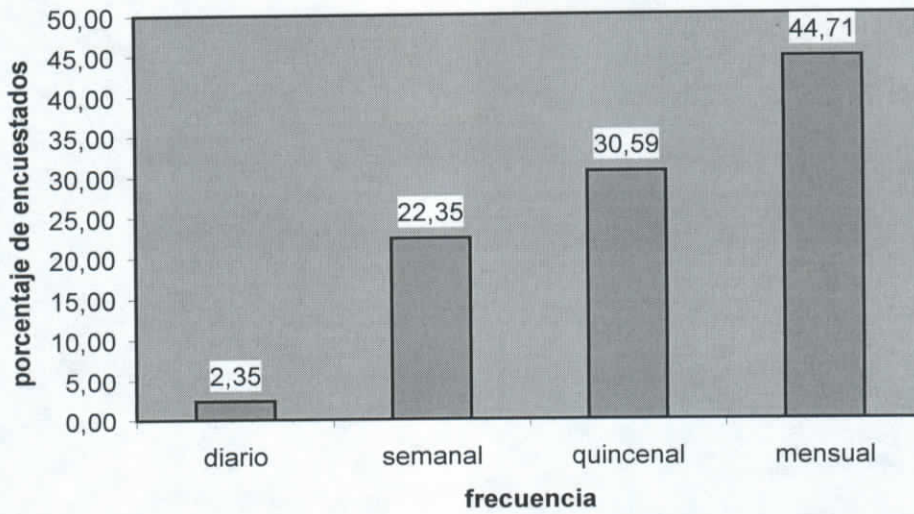
| | | |
|----|---|-------|
| C | Huevos | 67,06 |
| D | Cigarrillos | 23,53 |
| E | Arroz | 29,41 |
| F | Café | 18,82 |
| G | Carnes rojas | 51,76 |
| H | Carnes blancas | 42,35 |
| I | Hortalizas y verduras | 57,65 |
| J | Frutas | 61,18 |
| K | Embutidos | 17,65 |
| L | Otros | |
| 10 | En que establecimiento comercial realiza sus compras de alimentos y artículos de limpieza | % |
| A | Mayoristas de la ciudad | 9,41 |
| B | Tienda de su barrio | 22,35 |
| C | Plazas y mercados | 52,94 |
| D | Supermercados | 56,47 |
| | Cuales | |
| 11 | Porque prefiere estos establecimientos | % |
| A | Precio | 62,35 |
| B | Cercanía | 38,82 |
| C | Surtido | 51,76 |
| D | Atención | 30,59 |
| E | Calidad | 48,24 |
| F | Otros | |
| 12 | Esta satisfecho con su actual fuente de abastecimiento | % |

| | | |
|----|--|-------|
| A | Si | 81,18 |
| B | No | 17,65 |
| | Porque | |
| 13 | Que características exige usted en los artículos que compra | % |
| A | Productos orgánicos | 12,94 |
| B | Presentación | 38,82 |
| C | Empaque | 25,88 |
| D | Cantidad | 43,53 |
| E | Calidad | 90,59 |
| F | Precio | 68,24 |
| G | Registro sanitario | 72,94 |
| H | Fecha de caducidad | 88,24 |
| I | Procedencia | 32,94 |
| J | Otros | |
| 14 | Que características prefiere usted del local en que realiza sus compras. | % |
| A | Aseo | 84,71 |
| B | Servicio a domicilio | 7,06 |
| C | Cercano a su casa | 44,71 |
| D | Atención personalizada | 47,06 |
| E | Amplio surtido | 61,18 |
| F | Productos frescos | 85,88 |
| G | Parqueadero | 31,76 |
| H | Transporte gratuito | 7,06 |
| I | Espacios recreativos | 18,82 |

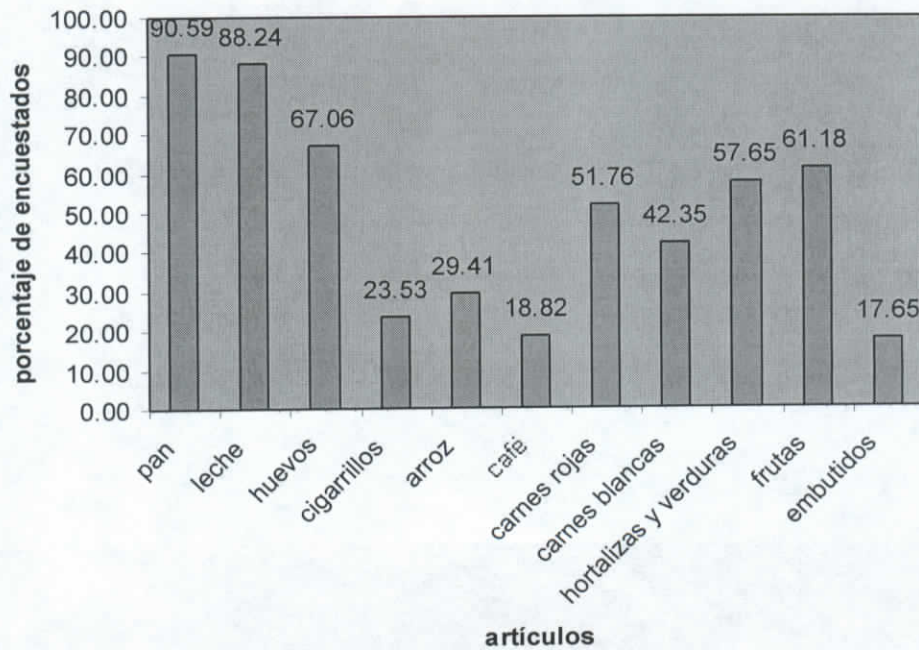
| | | |
|---|------------------------------|-------|
| J | Precios bajos | 56,47 |
| K | Precios acordes a la calidad | 70,59 |
| L | Otros | |

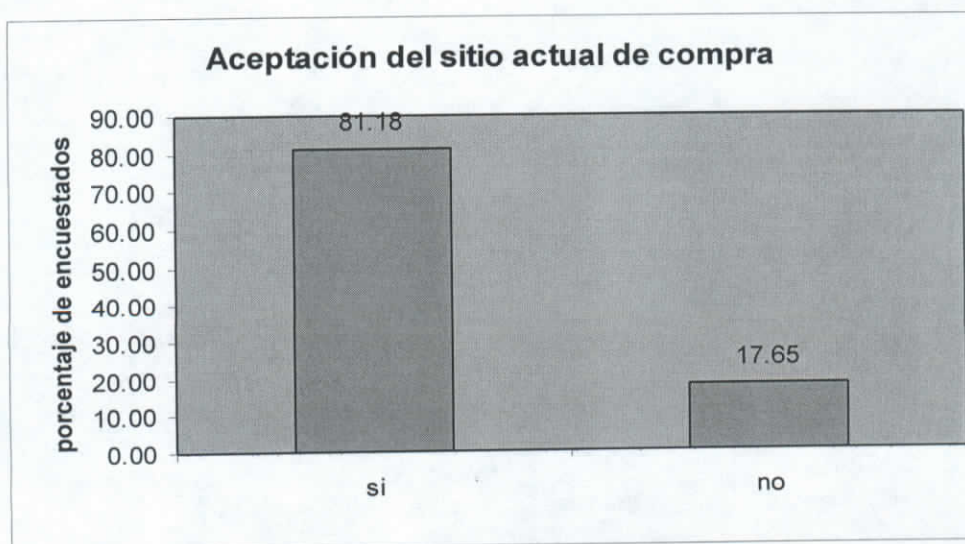
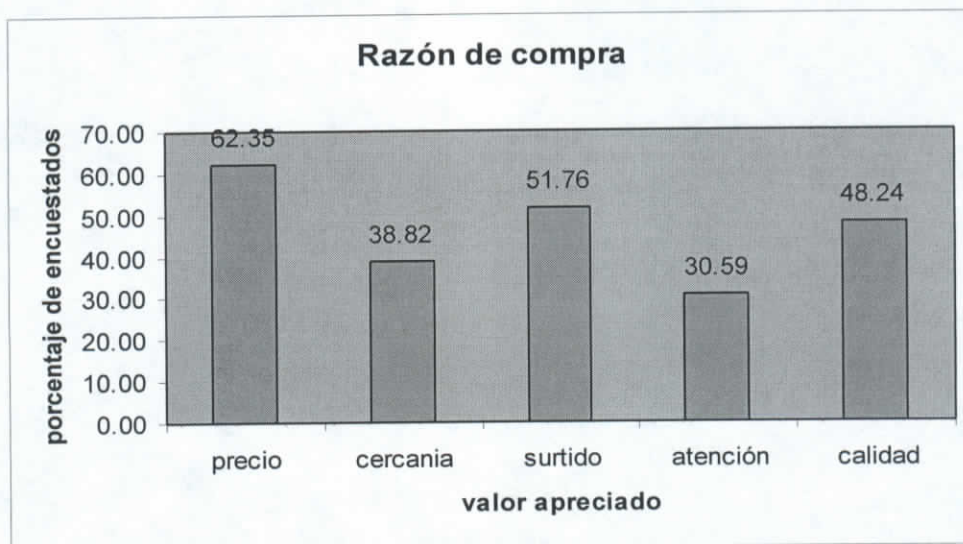
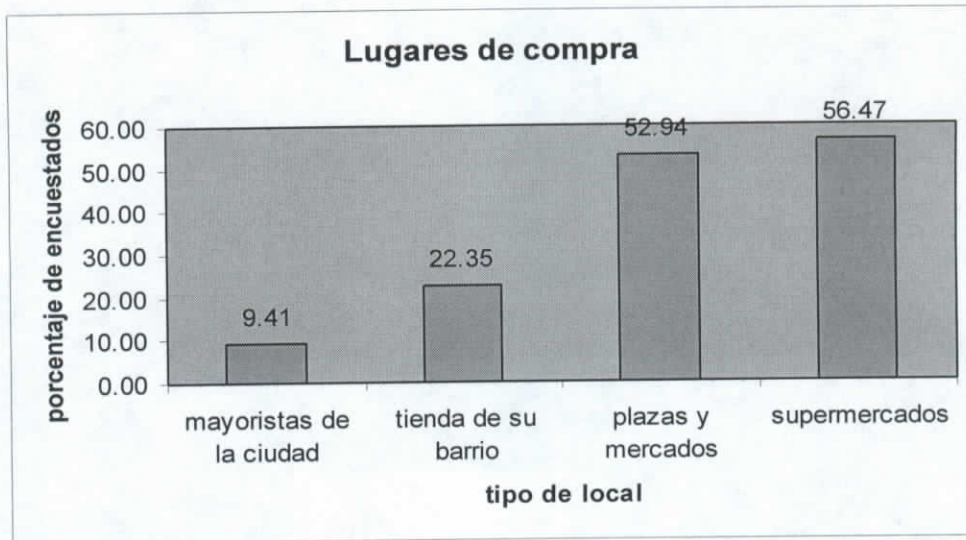


frecuencia de compra de artículos de aseo

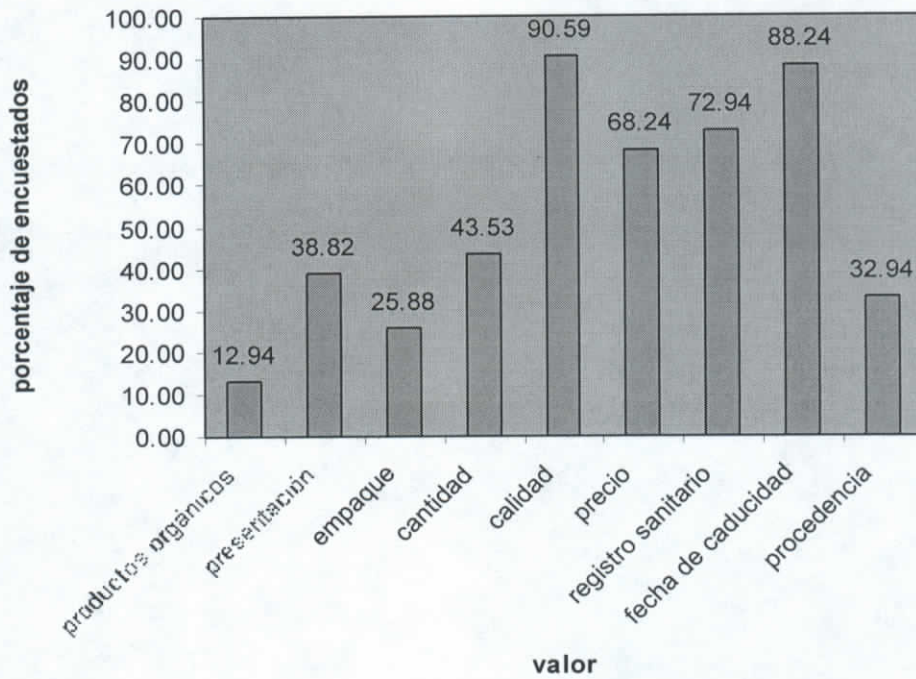


artículos de compra diaria

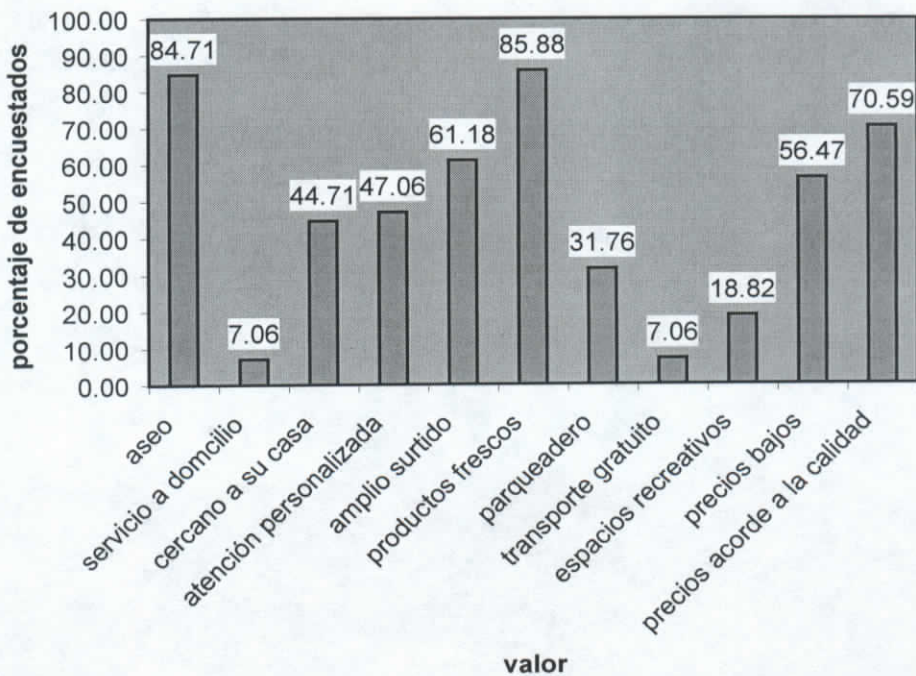




Características de los productos



Características del supermercado



2.3.2.4. Conclusiones Ambato

Luego de tabuladas nuestras encuestas podemos concluir:

- Entre las personas encuestadas hallamos en promedio familias formadas por 4,52 personas de las cuales 2,36 aportan en el sostenimiento de los gastos del hogar.
- Un 15,29% de los encuestados dicen ganar menos de 100 USD, un 27,06% más de 101 y menos de 200, 18,82% entre 201 y 300 USD, 12,94% entre 301 y 400 USD, 3,53% entre 401 y 500 USD, mientras que un 22,35% declaran ganar más de 500 USD. Por familia.
- En promedio, y siempre según los datos de la encuesta, se destinan 124 USD para la compra de alimentos, mensualmente por familia promedio.
- El 20% dice realizar sus compras en forma diaria, el 55,29% semanalmente, otro 20% cada quincena y el 8,24% restante en forma mensual.
- La familia promedio destina 31,74 USD a la compra de artículos de limpieza y/o aseo personal cada mes.
- La compra de artículos de aseo es en su mayoría quincenal (30,59%) o mensual (44,71%).
- Los artículos de compra diaria, es decir por los que las familias acuden todos los días a la tienda de su barrio son: Pan (90,59%), leche (88,24%), huevos (67,06) además existen otros productos de compra diaria entre los que podemos enunciar: frutas (61,18%), hortalizas y verduras (57,65%), carnes rojas (51,76%).
- Los Supermercados con un 56,47% de preferencia y los mercados y plazas con un 52,94% son los lugares de compra más frecuentados por las familias en Ambato.

- En orden de preferencia: precio (62,35%), surtido (51,76%), Calidad (48,24%), cercanía(38,82%) son las cualidades que deciden donde el cliente realiza sus compras.
- El 81,18% de los encuestados admite estar conforme con su proveedor habitual, el 17,65% no cree que su actual proveedor le satisface completamente sus necesidades, el 1,17% no contesta.
- Entre las características que nuestro encuestado – Consumidor final – destaca en los productos que compra están: Calidad (90,59%), fecha de caducidad (88,24%), Registro sanitario (72,94%), precio (68,24%).
- Los valores que serían mejor percibidos y más apreciados por los clientes de nuestro supermercado están definidos en el siguiente orden: Productos frescos (85,88%), aseo (84,71%), Precios acorde a la calidad (70,59%), amplio surtido (61,18%), precio bajo (56,47%).

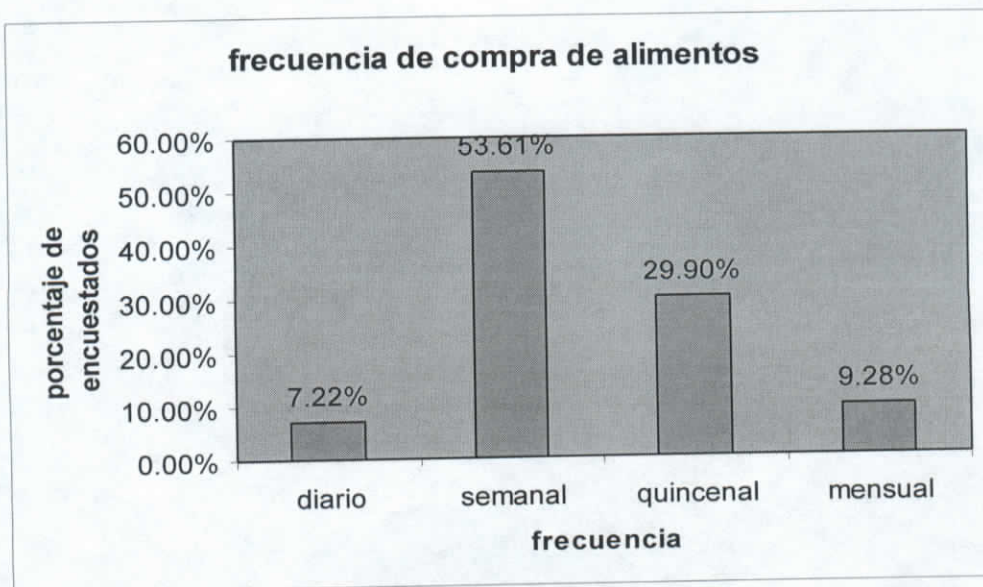
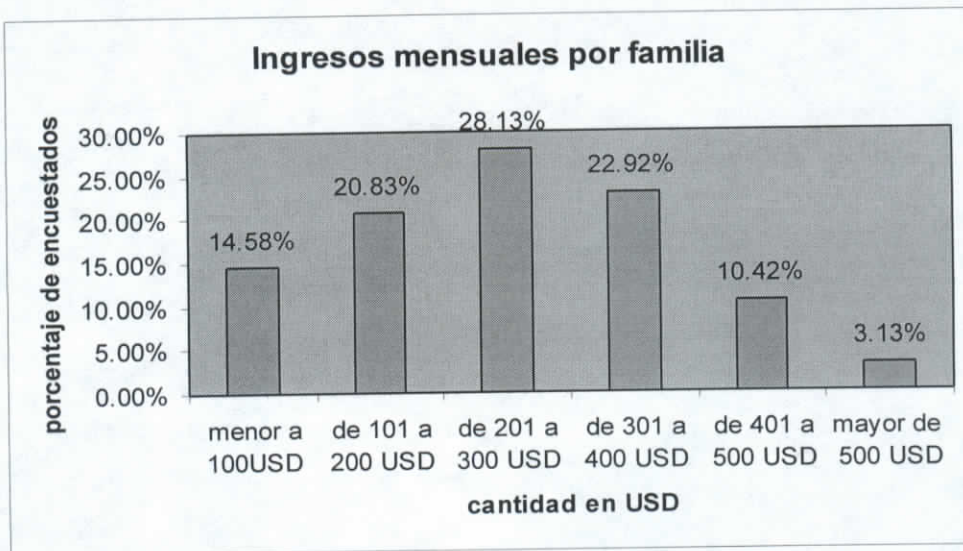
2.3.2.5. Resultados Latacunga

La siguiente tabla resume como en el caso de Ambato, las respuestas de las personas encuestadas en la ciudad de Latacunga.

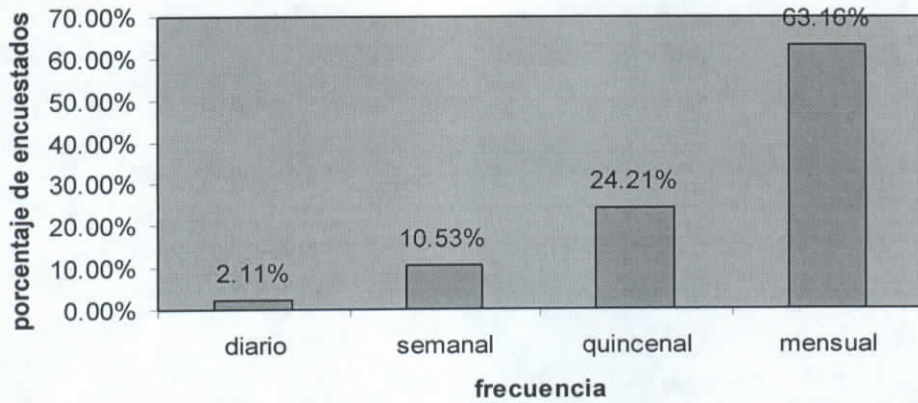
| | | |
|---|--|--------|
| 1 | Cuántas personas viven con usted | 4.03 |
| 2 | Cuántas de ellas trabajan | 1.77 |
| 3 | Que cargo desempeña en el trabajo | |
| 4 | En cual de los siguientes rangos se ubican los ingresos de su familia | % |
| A | Menor a 100USD | 14.58% |
| B | De 101 a 200 USD | 20.83% |
| C | De 201 a 300 USD | 28.13% |
| D | De 301 a 400 USD | 22.92% |
| E | De 401 a 500 USD | 10.42% |
| F | Mayor de 500 USD | 3.13% |
| 5 | Que cantidad de dineros destina mensualmente su familia a la compra de alimentos | 115.24 |
| 6 | Con que frecuencia realiza sus compras de alimentos | % |
| A | Diario | 7.22% |
| B | Semanal | 53.61% |
| C | Quincenal | 29.90% |

| | | |
|----|--|--------|
| D | Mensual | 9.28% |
| 7 | Que cantidad destina cada mes su familia a la compra de artículos de limpieza y/o aseo | 12.77 |
| 8 | Con que frecuencia realiza sus compras de artículos de limpieza y/o aseo personal | % |
| A | Diario | 2.11% |
| B | Semanal | 10.53% |
| C | Quincenal | 24.21% |
| D | Mensual | 63.16% |
| 9 | Que productos compra diariamente su familia | % |
| A | Pan | 90.72% |
| B | Leche | 67.01% |
| C | Huevos | 42.27% |
| D | Cigarrillos | 0.00% |
| E | Arroz | 9.28% |
| F | Café | 0.00% |
| G | Carnes rojas | 13.40% |
| H | Carnes blancas | 3.09% |
| I | Hortalizas y verduras | 12.37% |
| J | Frutas | 7.22% |
| K | Embutidos | 1.03% |
| L | Otros | |
| 10 | En que tipo de establecimiento comercial realiza sus compras de alimentos y artículos de limpieza. | % |
| A | Mayoristas de la ciudad | 27.84% |
| B | Tienda de su barrio | 52.58% |
| C | Plazas y mercados | 75.26% |
| D | Supermercados | 53.61% |
| | Cuales | |
| 11 | Porque prefiere estos establecimientos | % |
| A | Precio | 47.42% |
| B | Cercanía | 29.90% |
| C | Surtido | 30.93% |
| D | Atención | 31.96% |
| E | Calidad | 35.05% |
| F | Otros | |
| 12 | Esta satisfecho con su actual fuente de abastecimiento | % |
| A | Si | 89.58% |
| B | No | 10.42% |
| | Porque | |
| 13 | Que características exige usted en los artículos que compra | % |
| A | Productos orgánicos | 9.28% |
| B | Presentación | 8.25% |
| C | Empaque | 8.25% |
| D | Cantidad | 65.98% |
| E | Calidad | 74.23% |
| F | Precio | 75.26% |
| G | Registro sanitario | 29.90% |
| H | Fecha de caducidad | 42.27% |
| I | Procedencia | 4.12% |

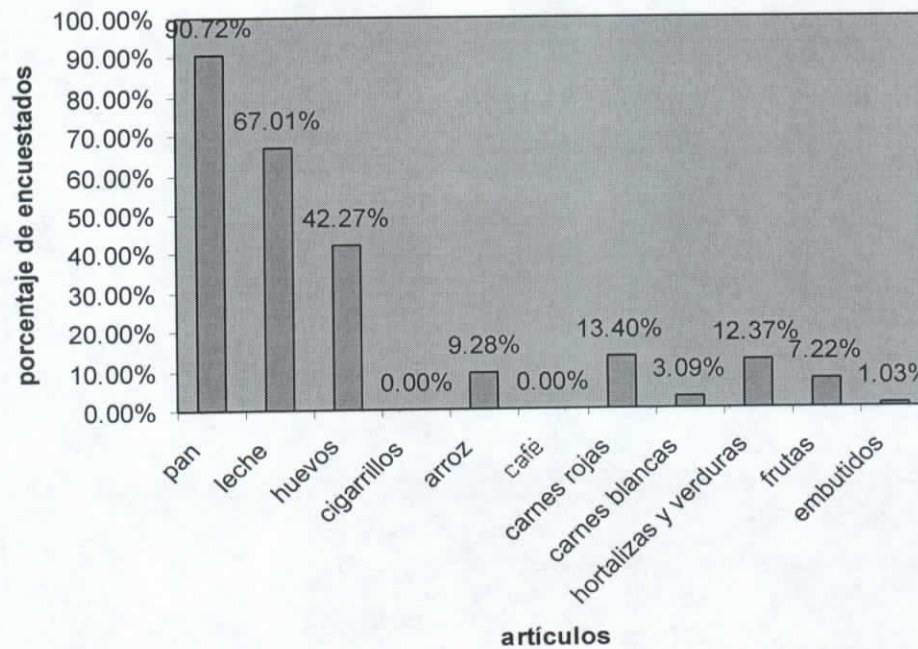
| | | |
|----|--|--------|
| J | Otros | |
| 14 | Que características prefiere usted del local en que realiza sus compras. | % |
| A | Aseo | 73.20% |
| B | Servicio a domicilio | 4.12% |
| C | Cercano a su casa | 31.96% |
| D | Atención personalizada | 14.43% |
| E | Amplio surtido | 25.77% |
| F | Productos frescos | 35.05% |
| G | Parqueadero | 18.56% |
| H | Transporte gratuito | 1.03% |
| I | Espacios recreativos | 0.00% |
| J | Precios bajos | 22.68% |
| K | Precios acordes a la calidad | 32.99% |
| L | Otros | |



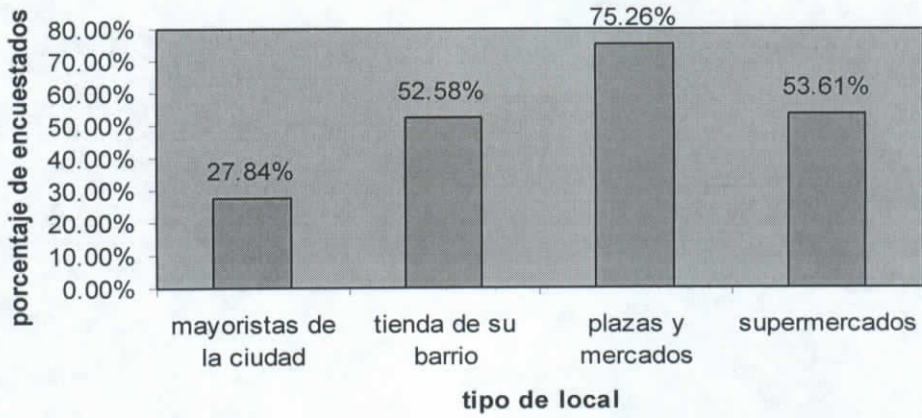
frecuencia de compra de artículos de aseo



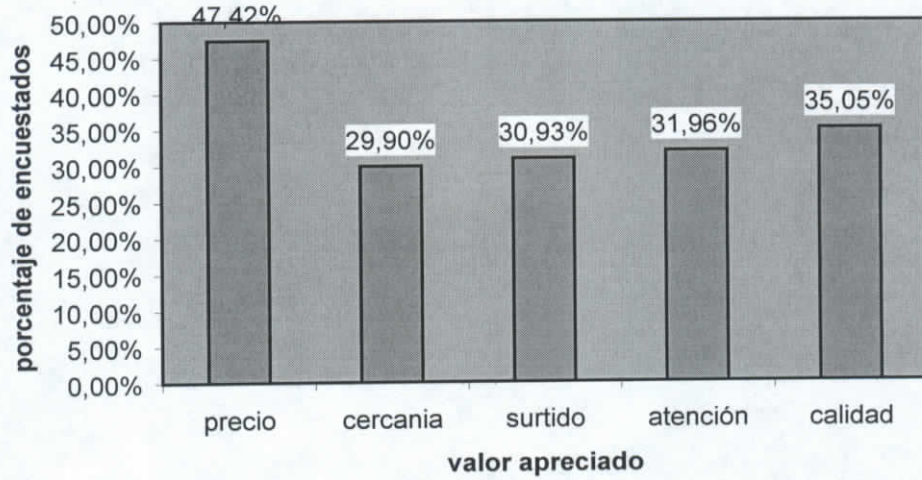
artículos de compra diaria



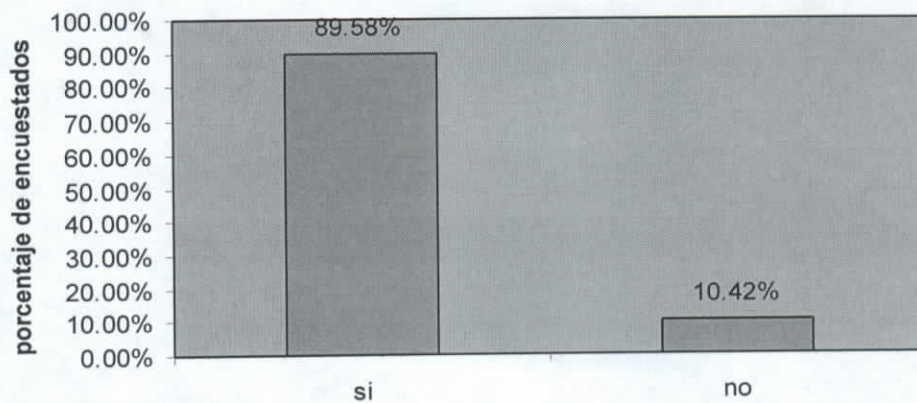
Lugares de compra



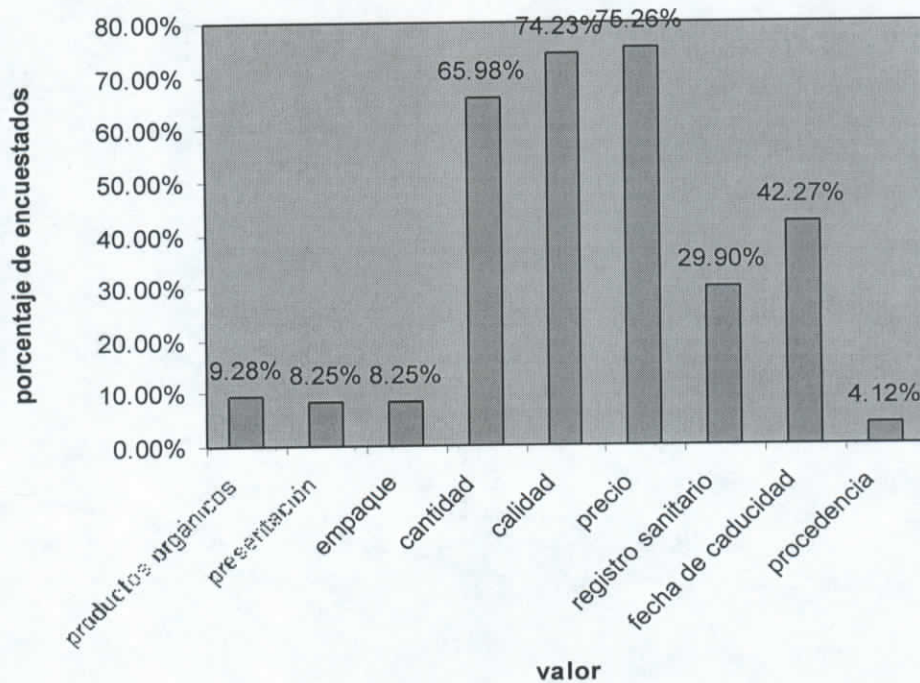
Razón de compra

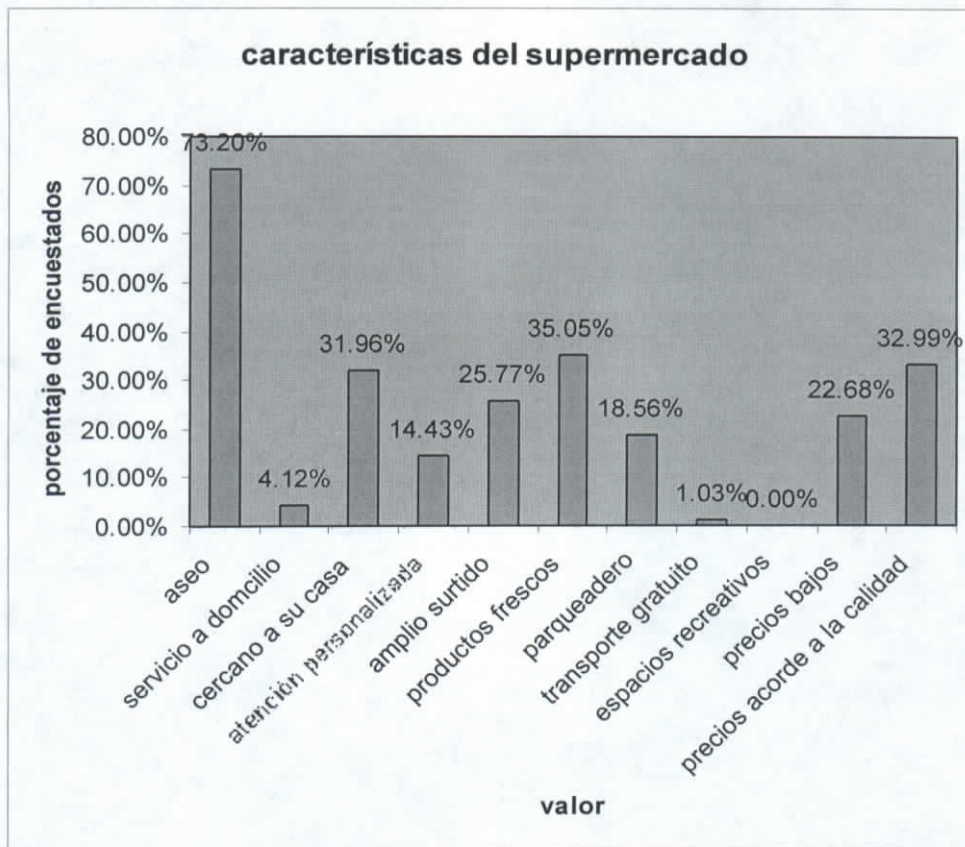


Aceptación del sitio actual de compra



Características de los productos





2.3.2.6. Conclusiones Latacunga

Con la información obtenida de las encuestas aplicadas en la ciudad de Latacunga podemos concluir:

- Esta encuesta sugiere que la familia promedio que habita la ciudad de Latacunga esta formada por 4,03 personas de las cuales 1,77 aportan en el sostenimiento de los gastos del hogar.
- El 14,58% de los encuestados dicen ganar menos de 100 USD, un 20,83% más de 101 y menos de 200, 28,13% entre 201 y 300 USD, 22,92% entre 301 y 400 USD, 10,42% entre 401 y 500 USD, mientras que un 3,13% declaran ganar más de 500 USD. Por familia.

- En promedio la familia Latacungueña destina cada mes 115,24 USD para la compra de alimentos.
- El 7,22% dice realizar sus compras en forma diaria, el 53,61% semanalmente, otro 29,90% cada quincena y el 9,28% restante en forma mensual.
- En promedio cada familia destina 12,72 USD a la compra de artículos de limpieza y/o aseo personal cada mes.
- La compra de artículos de aseo es en su mayoría mensual (63,16%).
- Los artículos de compra diaria son: Pan (90,72%), leche (67,01%), huevos (42,27%), hortalizas y verduras (12,37%) y carnes rojas (13,4%).
- Los mercados y plazas con un 75,26% son los lugares de compra más frecuentados por las familias en Latacunga, seguidos por los Supermercados con el 53,61% de las preferencias.
- En orden de preferencia: precio (47,42%), Calidad (35,05%), atención (31,36%), surtido (30,93%), cercanía(29,90%) son las cualidades que deciden donde el cliente realiza sus compras.
- El 89,58% de los encuestados admite estar conforme con su proveedor habitual, el 10,42% piensa que su actual proveedor no le satisface completamente sus necesidades y requerimientos.
- Entre las características que nuestro encuestado – Consumidor final – destaca en los productos que compra están: Precio (75,26%), Calidad (74,23%), Cantidad (65,98%), fecha de caducidad (42,27%).
- Los valores que serían mejor percibidos y más apreciados por los clientes de nuestro supermercado están definidos en el siguiente orden: Aseo (73,20%), Productos Frescos (35,05%), Precios acorde a la calidad (32,94%).

2.3.3. Conclusiones Estudio de demanda

Luego de realizado el estudio de la demanda para el presente proyecto, podemos concluir lo siguiente:

- Las características generales del consumidor de la ciudad de Ambato y el consumidor de la ciudad de Latacunga son en principio las mismas.
- La Dieta de los habitantes de estas dos ciudades esta constituida en un alto porcentaje por alimentos genéricos, agrícolas y locales.
- El consumidor estudiado declara destinar más del 70% de sus ingresos totales a la compra de alimentos y productos de aseo personal.
- Los consumidores de Ambato y Latacunga benefician el precio del producto como una característica influyente en la decisión de compra, pero a la vez declaran indicadores de calidad como importantes beneficios que obtienen junto con el artículo que compran.
- Si bien un porcentaje importante piensa en comprar productos con precios bajos, mucho mas importante es el de aquellos consumidores que prefieren un producto que le garantice precio y calidad en proporción directa.
- El aspecto general del sitio de compra influye en beneficio ó detrimento de la preferencia del consumidor y de la intención de compra de los productos que en el se oferten.

2.4 ESTUDIO DE LA OFERTA

2.4.1. Objetivos

2.4.1.1 Objetivos General

- Demostrar la existencia de productores agrícolas con posibilidades de participar como socios estratégicos de este proyecto.
- Identificar y definir el perfil técnico, social y administrativo de las AGROPYMES para calificarse como proveedores del canal de distribución.

2.4.1.2. Objetivos Específicos

- Conocer el tipo de productos y la capacidad de producción de las AGROPYMES.
- Detectar el nivel de preparación, educación de los productores y el grado de organización de sus empresas.
- Identificar el precio del productor y los precios al consumidor final

2.4.2. Investigación

En este proceso levantamos información de posibles proveedores que se hallen asociados ó que por su tamaño tienen capacidad para garantizar ciertos parámetros de volumen y calidad. Este listado aparece en el presente proyecto como anexo 2.

2.4.3. Precio del proveedor frente al precio al consumidor

Consideramos como parte fundamental del presente estudio el conocer la variación del precio entre el productor y el consumidor final. Con este fin y en base a nuestra

canasta básica hemos elaborado las respectivas listas de precios que constan en el anexo 3

2.4.4. Conclusiones del estudio de la oferta

- Los productores agrícolas en las provincias de Cotopaxi y Tungurahua son en su mayoría propietarios de pequeñas extensiones de terreno en las que cultivan productos tradicionales, sin utilizar mayores herramientas o tecnología.
- Un importante número de estos productores pertenecen a asociaciones
- Los conceptos de producción orgánica están poco difundidos entre los productores agrícolas de las provincias estudiadas y por ende, no se encuentra productos realmente orgánicos.
- El precio que obtiene el agricultor por sus productos sufre fuertes alteraciones e incrementos hasta llegar al consumidor final, quien llega a pagar hasta el 100% más en frutas ó el 70% en verduras.

ESTUDIO TECNICO

3.1. OBJETIVOS

- Medir el potencial que el presente proyecto tiene.
- Interpretar en cifras y en dinero su capacidad de ser rentable y la fortaleza que tendrá en el momento de su funcionamiento como empresa.

3.2. ANTECEDENTES

Al realizar el estudio de mercado y enfatizarlo en la demanda y en la oferta de productos agrícolas, buscamos conocer lo que la gente valora del sitio donde realiza sus compras, los productos que requiere con mayor frecuencia, las cantidades demandadas, el monto de dinero que están dispuestos a gastar y que aspectos del producto y del servicio influyen en la decisión de compra.

Esta información se transforma en la base que bosqueja la estructura de un canal donde se potencien los valores y políticas que generen en beneficio de “La Tienda” la preferencia y fidelidad de los futuros consumidores.

A partir de allí, luego de realizado el estudio de mercado y dibujadas las estructuras que ensamblaran nuestro canal de distribución, rematándolo con dos puntos de venta en las ciudades de Latacunga y Ambato, procedemos a desarrollar el cuerpo y dotar del espíritu que gobierne este proyecto cuando se halle implementado, hablaremos de sus costos y de los resultados esperados y del análisis de ellos obtendremos la luz

que nos permita tomar la decisión apropiada sobre la conveniencia o no de convertirlo en realidad.

3.3. Infraestructura física

3.3.1. Elementos.

Dentro de la estructura física de la empresa, necesitamos de cuatro elementos básicos que procedemos a definir a continuación:

3.3.1.1. Supermercado “La Tienda” Ambato. Un local de 300 m² con área de bodega, provisto de un cuarto refrigerado para la conservación de carnes y perecibles, Su construcción deberá estar ubicada en un sector de fácil acceso y cercano a los barrios más poblados de la ciudad, sector El Tropezón.

3.3.1.2. Supermercado “La Tienda” Latacunga. Con el mismo criterio de su similar en Ambato y de iguales características, construido acorde a los requerimientos establecidos como factores de calidad por el estudio de mercado, ubicado en la ciudad de Latacunga, sobre la Av. Amazonas a 200 metros al norte de la plaza El Salto.

3.3.1.3. Centro de Acopio y Distribución. “La Tienda” determina en el parque industrial Ambato, una área de 600m², diseñada para bodegaje, generación de valor (lavado, enfundado, etiquetado, etc.) y centro de distribución. Estará provista de un cuarto refrigerado, sectores de carga y descarga pues a este lugar llegaran y desde allí se despacharan las mercaderías hacia los supermercados, además en este centro de

acopio y distribución funcionara el departamento de compras con gente capacitada para negociar a favor de la empresa con los productores agrícolas.

3.3.1.4. Area administrativa. Funcionara en una edificación adjunta al centro de acopio y es donde se ubicara el cerebro de la operación y el control de la misma. Esta construcción debe contar con espacio suficiente y cómodo para el desarrollo administrativo de la empresa, aquí se ubicaran las oficinas de la gerencia y jefaturas, tesorería y contabilidad, contara también con una área de juntas y sala de reuniones.

3.3.2. Estructura física y disposición en planta

La estructura física y la disposición en planta esta realizada para cada uno de los locales de “La Tienda” y para el Centro de acopio y distribución, según el esquema insertado en el anexo 4

3.4. INVERSION Y FINANCIAMIENTO

3.4.1. Objetivos

- Conocer el monto total de los costos que se deberán cubrir para plasmar en realidad y dar vida propia al proyecto. Estos valores serán dados por los costos de construir e implementar los supermercados y el centro de acopio.
- Determinar el monto del Capital de Trabajo que debe poseer “La Tienda”.

3.4.2. Antecedentes

Partimos de la idea de dos supermercados hermanados por un centro de acopio, bodegaje y creación de valor. Para el efecto hemos hablado en principio de construir sendas edificaciones para el desarrollo de la actividad comercial de la empresa.

Asumimos también la necesidad de crear estructuras de enlace, distribución y transporte de mercaderías, con ellas y en concordancia de ideas, también se deberá mantener la suficiente información y generar con esta las estrategias de compra y de venta, los mecanismos de control y dotar a la administración de las herramientas útiles para la toma de decisiones apropiadas.

Las necesidades de logística, se traducen en inversión en activos y estos a su vez se conviertan en herramientas que permitan la creación, desarrollo y mantenimiento de las estructuras creadas.

3.4.3. Inversión en activo fijo no depreciable

La inversión a realizarse en terrenos sobre los que se construirán los supermercados, centro de acopio y oficinas administrativas, esta definida en el siguiente cuadro y constituye el total de la inversión a realizar en activo fijo no depreciable.

| TERRENOS | CANTIDAD | COSTO | TOTAL USD |
|------------------------|-----------------|--------------|-------------------|
| Supermercado Latacunga | 1 | 120.000,00 | 120.000,00 |
| Supermercado Ambato | 1 | 200.000,00 | 200.000,00 |
| Centro de Acopio | 1 | 80.000,00 | 80.000,00 |
| | | TOTAL | 400.000,00 |

3.4.4. Inversión en activos fijos depreciable

Los siguientes cuadros definen la inversión que “La Tienda” debe realizar en activos fijos depreciables.

Estos valores están agrupados y listados en las siguientes categorías: Edificios, vehículos, equipo de refrigeración, equipo de computo, muebles y enseres estanterías, muebles y enseres oficinas, instalaciones eléctricas, equipo de empaque y maquinarias, en su detalle esta indicado el sitio donde se utilizara el bien y por lo mismo donde será cargado su costo.

| EDIFICIOS | M2 | COSTO | TOTAL USD |
|--------------------------|-----------|--------------|-------------------|
| Oficinas Administrativas | 150 | 800 | 120.000,00 |
| Supermercado Latacunga | 300 | 800 | 240.000,00 |
| Supermercado Ambato | 300 | 800 | 240.000,00 |
| Centro de Acopio | 600 | 500 | 300.000,00 |
| | | TOTAL | 900.000,00 |

| VEHÍCULOS | UNIDAD | COSTO | TOTAL USD |
|---------------------------------------|---------------|--------------|------------------|
| Chevrolet Alto | 1 | 10.000,00 | 10.000,00 |
| Camioneta Mazda Latacunga | 1 | 17.000,00 | 17.000,00 |
| Camioneta Mazda Ambato | 1 | 17.000,00 | 17.000,00 |
| Camion Mercedes 9x14 Centro de Acopio | 1 | 36.000,00 | 36.000,00 |
| | | TOTAL | 80.000,00 |

| EQUIPO DE REFRIGERACIÓN | | | |
|-------------------------------------|-----|--------------|------------------|
| Cuarto frío Latacunga | 1 | 10.000,00 | 10.000,00 |
| Cuarto frío Ambato | 1 | 10.000,00 | 10.000,00 |
| Cuarto Frío Centro de Acopio | 1 | 20.000,00 | 20.000,00 |
| | | TOTAL | 40.000,00 |
| EQUIPO DE COMPUTO | | | |
| Computadora Server Administración | 1 | 2.500,00 | 2.500,00 |
| Computadora Server Latacunga | 1 | 2.500,00 | 2.500,00 |
| Computadora Server Ambato | 1 | 2.500,00 | 2.500,00 |
| Computadora Server Centro de Acopio | 1 | 2.500,00 | 2.500,00 |
| Computadoras Administración | 5 | 1.200,00 | 6.000,00 |
| Computadoras Latacunga | 8 | 1.200,00 | 9.600,00 |
| Computadoras Ambato | 9 | 1.200,00 | 10.800,00 |
| Computadoras Centro de Acopio | 6 | 1.200,00 | 7.200,00 |
| Computadoras Latacunga Venta | 1 | 1.200,00 | 1.200,00 |
| Computadoras Ambato Venta | 1 | 1.200,00 | 1.200,00 |
| | | TOTAL | 46.000,00 |
| MUEBLES Y ENSERES | | | |
| Muebles Latacunga | 300 | 10,00 | 3.000,00 |
| Muebles Ambato | 300 | 10,00 | 3.000,00 |
| Muebles Centro de Acopio | 600 | 10,00 | 6.000,00 |
| Equipo para venta Latacunga | 1 | 8.490,00 | 8490,00 |
| Equipo para venta Ambato | 1 | 8.490,00 | 8490,00 |
| Equipo para Centro de Acopio | 1 | 550,00 | 550,00 |

| | | | |
|---|---|--------------|------------------|
| | | TOTAL | 29.530,00 |
| MUEBLES Y ENSERES OFICINAS | | | |
| Equipo de Oficina Administrativo | 5 | 1.337,00 | 6.685,00 |
| Equipo de Oficina Latacunga | 4 | 1.337,00 | 5.348,00 |
| Equipo de Oficina Ambato | 4 | 1.337,00 | 5.348,00 |
| Equipo de Oficina Centro de Acopio | 6 | 1.337,00 | 8.022,00 |
| Sala de reuniones Administración | 1 | 2.500,00 | 2.500,00 |
| | | TOTAL | 27.903,00 |
| INSTALACIONES ELECTRICAS | | | |
| Grupo electrógeno de 30 kva Latacunga | 1 | 15.000,00 | 15.000,00 |
| Grupo electrógeno de 30kva Ambato | 1 | 15.000,00 | 15.000,00 |
| Grupo electrógeno de 50kva Centro Acopio | 1 | 30.000,00 | 30.000,00 |
| Transformador Trifásico Latacunga | 1 | 1.400,00 | 1.400,00 |
| Transformador Trifásico Ambato | 1 | 1.400,00 | 1.400,00 |
| Transf. Trifásico Centro Acopio | 1 | 1.700,00 | 1.700,00 |
| | | TOTAL | 64.500,00 |
| EQUIPO DE EMPAQUE | | | |
| Ensunchadora Centro de Acopio | 1 | 1.350,00 | 1.350,00 |
| | | TOTAL | 1.350,00 |
| MAQUINARIAS Y EQUIPOS | | | |
| Montacargas | 1 | 10.000,00 | 10.000,00 |
| | | TOTAL | 10.000,00 |

3.4.5. Capital de trabajo

Definimos el capital de trabajo de “La Tienda” como el capital equivalente al costo de los inventarios necesarios para abastecer el requerimientos mensual de los supermercados, con un exceso del 25% del mismo.

Este valor deberá cubrir los inventarios de los Supermercados de Ambato, Latacunga, y del centro de acopio, Los mismos que deben rotar mensualmente, dejando además un colchón del 25% que nos permita tener recursos para poder negociar compras de oportunidad ó estacionales.

El valor definido como capital de trabajo y calculado con la condición que se detalla en el párrafo anterior, asciende a la cantidad de **481.854,27 USD**.

3.4.6. Estado de situación inicial

Las condiciones de inicio de la empresa se refleja en el siguiente estado de situación.

| ACTIVO | | | |
|--------------------------------|----------------|----------------|----------------|
| Corriente | | | USD 481.854,27 |
| Disponible | | USD 481.854,27 | |
| Caja | 0 | | |
| Bancos | USD 481.854,27 | | |
| Exigible | | USD 0,00 | |
| Cuentas por cobrar clientes | USD 0,00 | | |
| Realizable | | USD 0,00 | |
| Mercaderias | USD 0,00 | | |

| | | | |
|----------------------------|----------------|---------------------|-------------------------|
| Fijo | | | USD 1.526.883,00 |
| Fijo no depreciable | | USD 400.000,00 | |
| Terrenos | USD 400.000,00 | | |
| Fijo depreciable | | USD 1.126.883,00 | |
| Edificios | USD 900.000,00 | | |
| Dep. acum. Edificios | USD 0,00 | | |
| Vehículos | USD 80.000,00 | | |
| Dep. acum. Vehículos | USD 0,00 | | |
| Equipo de refrigeración | USD 40.000,00 | | |
| Dep. acum. Eq. De refrig. | USD 0,00 | | |
| Equipo de computo | USD 43.600,00 | | |
| Dep. acum. Eq. de comp. | USD 0,00 | | |
| Mueb. y enseres estantes | USD 29.530,00 | | |
| Dep. acum. M. y Ens. est. | USD 0,00 | | |
| Mueb.y Enseres oficina | USD 27.903,00 | | |
| Dep. acum. M. y Ens. Of. | USD 0,00 | | |
| Instalaciones eléctricas | USD 4.500,00 | | |
| dep. acum. Instal. Eléc. | USD 0,00 | | |
| Equipo de empaque | USD 1.350,00 | | |
| dep. acum. Eq. de emp. | USD 0,00 | | |
| | | Total activo | USD 2.008.737,27 |
| PASIVO | | | |
| Corto plazo | | | USD 0,00 |
| Ctas. x pagar proveedores | USD 0,00 | | |
| Facturas por pagar | USD 0,00 | | |

| | | | |
|---------------------------|---------------------|--|------------------|
| Largo plazo | | | USD 807.387,27 |
| Documentos por pagar | USD 807.387,27 | | |
| Total pasivo | | | USD 807.387,27 |
| PATRIMONIO | | | |
| Capital | USD 1.200.000,00 | | |
| Resultados | | | |
| Utilidad / perdida | USD 0,00 | | |
| Total patrimonio | | | USD 1.200.000,00 |
| total pasivo + patrimonio | | | USD 2.007.387,27 |

3.4.7. Fuentes de Recursos Financieros

La inversión necesaria para el funcionamiento de “La Tienda” se realizara basándose en el siguiente tabla:

| APORTES DE CAPITAL | # | MONTO | TOTAL |
|---------------------------|----------|--------------|---------------------|
| Socios Fundadores | 4 | 250.000 | 1.000.000,00 |
| Aporte accionistas | 100 | 2.000 | 200.000,00 |
| Crédito Bancario | 1 | 807.387,27 | 807.387,27 |
| | | TOTAL | 2.007.387,27 |

CAPITULO IV

ESTUDIO FINANCIERO

4.1. OBJETIVOS

4.1.1. Objetivo General

Determinar la factibilidad económica del proyecto, tomando como base la proyección de los ingresos, costos y gastos.

4.1.2. Objetivos Específicos

- Definir las variables básicas como punto de partida para los presupuestos.
- Realizar los presupuestos de ventas, compras, mano de obra.
- Desarrollar el Balance de Resultados Proyectado.
- Evaluar el proyecto con los indicadores financieros y de rentabilidad, para saber su viabilidad.

4.2. VARIABLES BÁSICAS.

Para el estudio económico del proyecto se definen ciertas variables básicas, las mismas que definen los valores con los cuales partimos en la realización de las proyecciones. Dichos supuestos son los que se encuentran a continuación:

4.2.1. Tamaño del mercado potencial

El mercado meta al cual queremos llegar con el proyecto, esta determinado por el número de familias de cada una de las ciudades, en el porcentaje al que queremos llegar.

| TAMAÑO DEL MERCADO POTENCIAL | | |
|---|-----------|--------|
| | LATACUNGA | AMBATO |
| Miembros PEA por familia | 2.20 | 2.36 |
| TASA DE CRECIMIENTO ANUAL DE LA POBLACIÓN | 4.00% | 4.00% |
| NÚMERO DE FAMILIAS 1999 | 16,669 | 36,904 |
| NÚMERO DE FAMILIAS 2000 | 17,336 | 38,380 |
| NÚMERO DE FAMILIAS 2001 | 18,029 | 39,915 |
| NÚMERO DE FAMILIAS 2002 | 18,750 | 41,512 |
| POTENCIAL DE MERCADO A EXPLOTAR | 70.00% | 70.00% |

4.2.2. Mercado meta

Se tiene previsto en nuestro estudio económico, manejar tres escenarios: Pesimista, Conservador y Optimista. En el siguiente cuadro definimos los porcentajes que pensamos captar en el transcurso de los seis años en los diferentes escenarios.

| AÑO | ESCENARIOS PARA LATACUNGA | | |
|------|---------------------------|-------------|-----------|
| | PESIMISTA | CONSERVADOR | OPTIMISTA |
| AÑO1 | 6.0% | 6.0% | 6.0% |
| AÑO2 | 6.1% | 6.2% | 6.4% |
| AÑO3 | 6.2% | 6.5% | 6.7% |
| AÑO4 | 6.4% | 6.7% | 7.1% |
| AÑO5 | 6.5% | 7.0% | 7.6% |
| AÑO6 | 6.6% | 7.3% | 8.0% |

| AÑO | ESCENARIOS DE INFLACIÓN | | |
|------|-------------------------|-------------|-----------|
| | PESIMISTA | CONSERVADOR | OPTIMISTA |
| AÑO1 | 6.0% | 6.0% | 6.0% |
| AÑO2 | 6.1% | 6.2% | 6.4% |
| AÑO3 | 6.2% | 6.5% | 6.7% |
| AÑO4 | 6.4% | 6.7% | 7.1% |
| AÑO5 | 6.5% | 7.0% | 7.6% |
| AÑO6 | 6.6% | 7.3% | 8.0% |

4.2.3. Margen de Utilidad

Se definieron 7 grupos o tipos de productos, los mismos que se manejarán diferentes porcentajes de utilidad, los mismos que son:

| GRUPOS DE PRODUCTOS | UTILIDAD COSTO | PORCENT. DEL COSTO |
|----------------------------------|----------------|--------------------|
| FRUTAS | 50.00% | 66.67% |
| HORTALIZAS VERDURAS Y TUBERCULOS | 33.00% | 75.19% |
| GRANOS | 25.00% | 80.00% |
| HARINAS | 15.00% | 86.96% |
| CARNE LECHE Y HUEVOS | 15.00% | 86.96% |
| ALIMENTOS PROCESADOS | 10.00% | 90.91% |
| OTROS | 10.00% | 90.91% |

4.2.4. Inflación

Una de las variables que siempre están presente en una economía es la inflación. La proyección de la inflación de los siguientes 6 años se definió partiendo de que el Ecuador continúe en el Sistema de Dolarización.

| PROYECCIONES DE INFLACION | |
|---------------------------|------------|
| AÑO | PORCENTAJE |
| AÑO2 | 10% |
| AÑO3 | 7% |
| AÑO4 | 6% |
| AÑO5 | 5% |
| AÑO6 | 4% |

4.3. PRESUPUESTO DE VENTAS

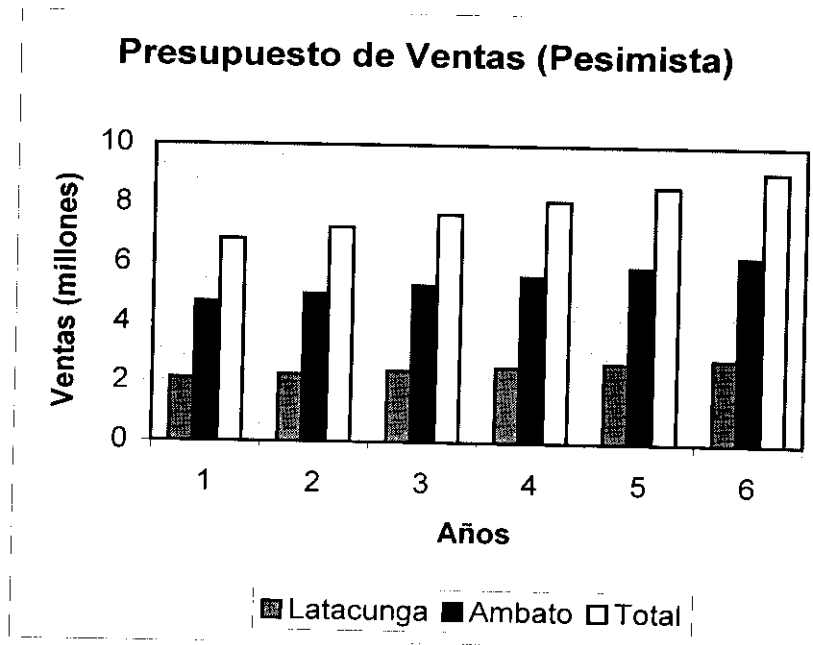
El presupuesto de ventas se basa en la proyección de demanda total (Ver anexo 6) y al porcentaje que captará cada año.

Este presupuesto se encuentra detallado tanto para la ciudad de Latacunga como para la ciudad de Ambato, y para los 3 escenarios y su versión completa se encuentra en el Anexo 7.

4.3.1. Presupuesto de ventas para el Escenario Pesimista.

A continuación se detalla el presupuesto de ventas en un escenario pesimista:

| PRESUPUESTO DE VENTAS (PESIMISTA) | | | |
|-----------------------------------|-----------|-----------|-----------|
| AÑO | LATACUNGA | AMBATO | TOTAL |
| 1 | 2,121,360 | 4,696,542 | 6,817,901 |
| 2 | 2,250,338 | 4,982,091 | 7,232,430 |
| 3 | 2,387,159 | 5,285,003 | 7,672,161 |
| 4 | 2,532,298 | 5,606,331 | 8,138,629 |
| 5 | 2,686,262 | 5,947,196 | 8,633,457 |
| 6 | 2,849,587 | 6,308,785 | 9,158,372 |

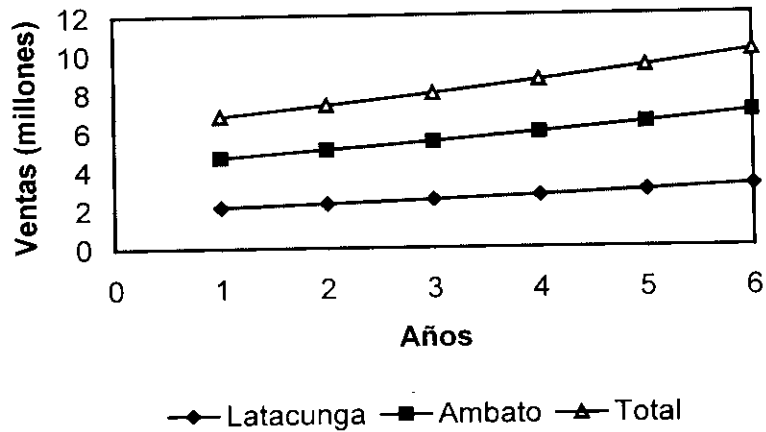


4.3.2. Presupuesto de ventas para el Escenario Conservador

La siguiente tabla nos muestra el presupuesto de ventas con indicadores conservadores:

| PRESUPUESTO DE VENTAS (CONSERVADOR) | | | |
|-------------------------------------|-----------|-----------|------------|
| AÑO | LATACUNGA | AMBATO | TOTAL |
| 1 | 2,121,360 | 4,696,542 | 6,817,901 |
| 2 | 2,294,463 | 5,079,780 | 7,374,242 |
| 3 | 2,481,691 | 5,494,290 | 7,975,980 |
| 4 | 2,684,197 | 5,942,624 | 8,626,820 |
| 5 | 2,903,227 | 6,427,542 | 9,330,769 |
| 6 | 3,140,130 | 6,952,029 | 10,092,159 |

Presupuesto de Ventas (Conservador)

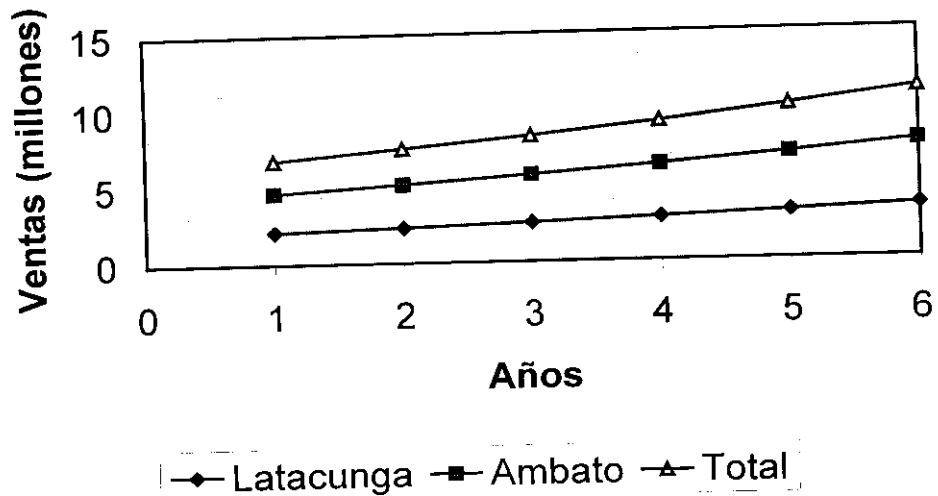


4.3.3. Presupuesto de ventas para el Escenario Optimista

En el escenario optimista se llego a los siguientes datos como presupuesto de venta:

| PRESUPUESTO DE VENTAS (OPTIMISTA) | | | |
|-----------------------------------|-----------|-----------|------------|
| AÑO | LATACUNGA | AMBATO | TOTAL |
| 1 | 2,121,360 | 4,696,542 | 6,817,901 |
| 2 | 2,338,587 | 5,177,468 | 7,516,054 |
| 3 | 2,578,058 | 5,707,640 | 8,285,698 |
| 4 | 2,842,051 | 6,292,103 | 9,134,154 |
| 5 | 3,133,077 | 6,936,414 | 10,069,491 |
| 6 | 3,453,904 | 7,646,703 | 11,100,607 |

Presupuesto de Ventas (Optimista)



4.4. INVENTARIO IDEAL DE MERCADERÍAS

Una vez determinado el Presupuesto de ventas es necesario efectuar el cálculo del inventario ideal de mercaderías. Para lo cual se considero como base: el inventario necesario para abastecer la venta de por lo menos medio mes de cada uno de los dos supermercados, más el inventario del Centro de Acopio que es igual a la suma de los requerimientos necesarios de los supermercados de Latacunga y Ambato.

| INVENTARIO IDEAL DE MERCADERÍAS (En dólares) | | | | |
|--|---------------|----------------|----------------|----------------|
| GRUPO DE PRODUCTOS | LATACUNGA | AMBATO | ACOPIO | TOTAL |
| Frutas | 7,755 | 17,169 | 24,924 | 49,848 |
| Hortalizas Verduras y Tubérculos | 11,225 | 24,851 | 36,076 | 72,151 |
| Granos | 8,863 | 19,622 | 28,485 | 56,971 |
| Harinas | 1,638 | 3,626 | 5,264 | 10,528 |
| Carne, Huevos y Leche | 11,909 | 26,366 | 38,275 | 76,550 |
| Alimentos Procesados | 11,598 | 25,677 | 37,275 | 74,550 |
| Otros | 6,983 | 15,460 | 22,443 | 44,885 |
| Total | 59,971 | 132,771 | 192,742 | 385,483 |

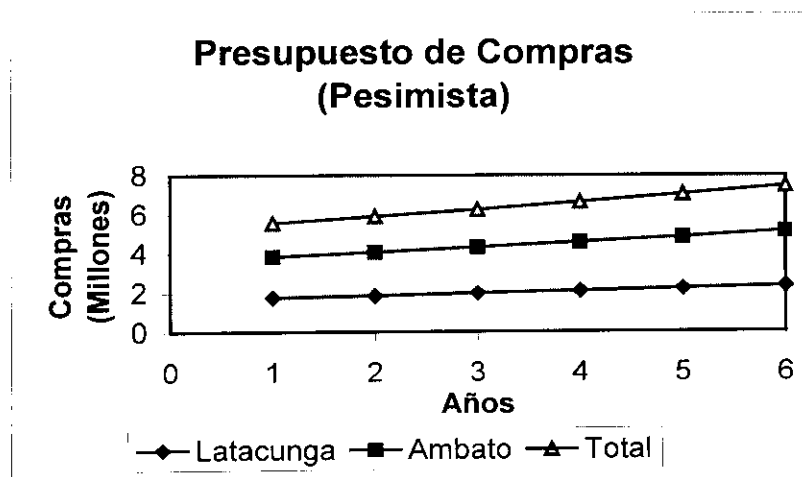
4.5. PRESUPUESTO DE COMPRAS

El presupuesto de compras (Anexo 8) se obtuvo partiendo del presupuesto de ventas y la demanda tanto para la ciudad de Latacunga como para Ambato, siempre para los tres escenarios.

4.5.1. Presupuesto de compras en el Escenario Pesimista.

A continuación se detalla el presupuesto de compras en el escenario pesimista:

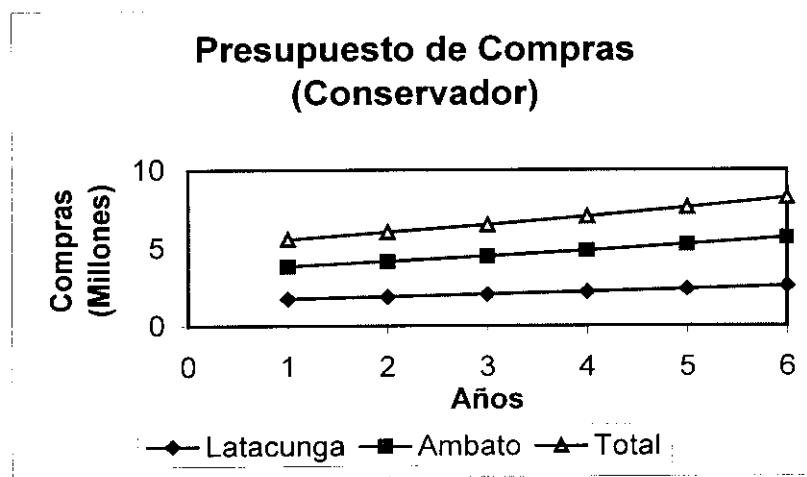
| PRESUPUESTO DE COMPRAS (PESIMISTA) | | | |
|------------------------------------|-----------|-----------|-----------|
| AÑO | LATACUNGA | AMBATO | TOTAL |
| 1 | 1,727,157 | 3,823,804 | 5,550,961 |
| 2 | 1,832,168 | 4,056,291 | 5,888,459 |
| 3 | 1,943,564 | 4,302,914 | 6,246,477 |
| 4 | 2,061,732 | 4,564,531 | 6,626,263 |
| 5 | 2,187,086 | 4,842,054 | 7,029,140 |
| 6 | 2,320,060 | 5,136,451 | 7,456,512 |



4.5.2. Presupuesto de compras en el escenario conservador

La siguiente tabla nos muestra el presupuesto de compras con indicadores conservadores:

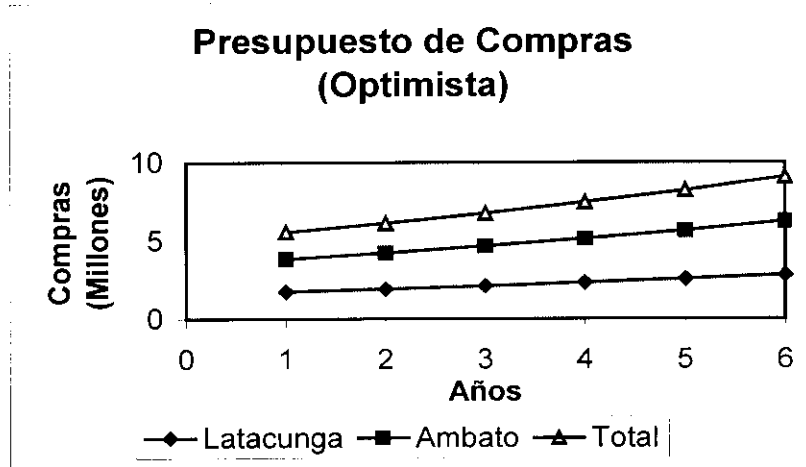
| PRESUPUESTO DE COMPRAS (CONSERVADOR) | | | |
|--------------------------------------|-----------|-----------|-----------|
| AÑO | LATACUNGA | AMBATO | TOTAL |
| 1 | 1,727,157 | 3,823,804 | 5,550,961 |
| 2 | 1,868,093 | 4,135,826 | 6,003,919 |
| 3 | 2,020,529 | 4,473,310 | 6,493,839 |
| 4 | 2,185,404 | 4,838,332 | 7,023,736 |
| 5 | 2,363,733 | 5,233,140 | 7,596,873 |
| 6 | 2,556,614 | 5,660,164 | 8,216,778 |



4.5.3. Presupuesto de compras en el escenario optimista

En el escenario optimista se llegó a los siguientes datos como presupuesto de compras:

| PRESUPUESTO DE COMPRAS (OPTIMISTA) | | | |
|---|------------------|---------------|--------------|
| AÑO | LATACUNGA | AMBATO | TOTAL |
| 1 | 1,727,157 | 3,823,804 | 5,550,961 |
| 2 | 1,904,017 | 4,215,362 | 6,119,379 |
| 3 | 2,098,989 | 4,647,015 | 6,746,003 |
| 4 | 2,313,925 | 5,122,869 | 7,436,794 |
| 5 | 2,550,871 | 5,647,451 | 8,198,322 |
| 6 | 2,812,081 | 6,225,750 | 9,037,830 |



4.6. PRESUPUESTO DE MANO DE OBRA

El recurso humano es el más importante de los bienes que posee una organización, es por esta razón que debe estar remunerado acorde a las condiciones económicas de la empresa.

La estructura principal de la mano de obra esta conformado por: el Salario unificado que tendrá un incremento anual en un porcentaje igual a la inflación proyectada, una

bonificación especial mensual según el cargo que desempeñe el colaborador, comisiones en ventas, capacitación permanente, beneficios sociales y las prestaciones sociales propias de la empresa (Uniformes y bono navideño).

4.6.1. Sueldos y Salarios Unificados

Los sueldos y salarios que tomamos como base para el primer año (2002), tienen una clasificación de acuerdo al nivel que se encuentran en la estructura orgánica de la empresa (ver anexo 9):

| TABLA DE SUELDOS Y SALARIOS | | |
|------------------------------------|------------------------------|------------------|
| Nivel | Cargos | Unificado |
| 1 | Gerente | \$ 1,200.00 |
| 2 | Subgerente Administrativo | \$ 400.00 |
| 2 | Subgerente Financiero | \$ 400.00 |
| 2 | Subgerente Ventas | \$ 400.00 |
| 3 | Jefe de Supermercado | \$ 300.00 |
| 3 | Jefe de Centro de Acopio | \$ 300.00 |
| 4 | Representante de compras | \$ 260.00 |
| 4 | Asistente contable | \$ 260.00 |
| 5 | Secretaria Auxiliar Contable | \$ 220.00 |
| 5 | Auxiliar Contable | \$ 220.00 |
| 6 | Conductores | \$ 180.00 |
| 6 | Cajeros Planta | \$ 180.00 |
| 6 | Cajeros x Horas | \$ 180.00 |
| 6 | Bodegueros | \$ 180.00 |
| 7 | Mensajero | \$ 140.00 |
| 7 | Perchadores Planta | \$ 140.00 |
| 7 | Perchadores x Horas | \$ 140.00 |

4.6.2. Requerimientos de Mano de Obra

De acuerdo a la estructura organizacional de la empresa se determino los siguientes requerimientos de Mano de Obra en cada uno de los departamentos:

| Número de Personas Administración | | | | | | |
|--|--------------|--------------|--------------|--------------|--------------|--------------|
| Cargo o Puesto de Trabajo | Año 1 | Año 2 | Año 3 | Año 4 | Año 5 | Año 6 |
| Gerente | 1 | 1 | 1 | 1 | 1 | 1 |
| Subgerente Administrativo | 1 | 1 | 1 | 1 | 1 | 1 |
| Subgerente Financiero | 1 | 1 | 1 | 1 | 1 | 1 |
| Subgerente Ventas | 1 | 1 | 1 | 1 | 1 | 1 |
| Secretaria Auxiliar Contable | 1 | 1 | 1 | 1 | 1 | 1 |
| Conductores | 1 | 1 | 1 | 1 | 1 | 1 |
| | 6 | 6 | 6 | 6 | 6 | 6 |

| Número de Personas Supermercado Latacunga | | | | | | |
|--|--------------|--------------|--------------|--------------|--------------|--------------|
| Cargo | Año 1 | Año 2 | Año 3 | Año 4 | Año 5 | Año 6 |
| Jefe de Supermercado | 1 | 1 | 1 | 1 | 1 | 1 |
| Asistente contable | 1 | 1 | 1 | 1 | 1 | 1 |
| Secretaria Auxiliar Contable | 1 | 1 | 1 | 1 | 1 | 1 |
| Auxiliar Contable | 1 | 1 | 1 | 1 | 1 | 1 |
| Conductores | 1 | 1 | 1 | 1 | 1 | 1 |
| Cajeros Planta | 6 | 6 | 6 | 8 | 8 | 8 |
| Cajeros x Horas | 2 | 2 | 2 | 2 | 2 | 2 |
| Bodegueros | 2 | 2 | 2 | 2 | 2 | 2 |
| Mensajero | 1 | 1 | 1 | 1 | 1 | 1 |
| Perchadores Planta | 4 | 4 | 4 | 4 | 4 | 4 |
| Perchadores x Horas | 2 | 2 | 2 | 2 | 2 | 2 |
| TOTALES | 22 | 22 | 22 | 24 | 24 | 24 |

| Número de Personas Supermercado Ambato | | | | | | |
|---|--------------|--------------|--------------|--------------|--------------|--------------|
| Cargo | Año 1 | Año 2 | Año 3 | Año 4 | Año 5 | Año 6 |
| Jefe de Supermercado | 1 | 1 | 1 | 1 | 1 | 1 |
| Asistente contable | 1 | 1 | 1 | 1 | 1 | 1 |
| Secretaria Auxiliar Contable | 1 | 1 | 1 | 1 | 1 | 1 |
| Auxiliar Contable | 1 | 1 | 1 | 1 | 1 | 1 |
| Conductores | 1 | 1 | 1 | 1 | 1 | 1 |
| Cajeros Planta | 8 | 8 | 8 | 10 | 10 | 10 |
| Cajeros x Horas | 2 | 2 | 2 | 2 | 2 | 2 |
| Bodegueros | 2 | 2 | 2 | 2 | 2 | 2 |
| Mensajero | 1 | 1 | 1 | 1 | 1 | 1 |
| Perchadores Planta | 6 | 6 | 6 | 6 | 6 | 6 |
| Perchadores x Horas | 2 | 2 | 2 | 2 | 2 | 2 |
| TOTALES | 26 | 26 | 26 | 28 | 28 | 28 |

| Número de Personas Centro de Acopio | | | | | | |
|--|--------------|--------------|--------------|--------------|--------------|--------------|
| Cargo | Año 1 | Año 2 | Año 3 | Año 4 | Año 5 | Año 6 |
| Jefe de Centro de Acopio | 1 | 1 | 1 | 1 | 1 | 1 |
| Representante de compras | 2 | 2 | 2 | 2 | 2 | 2 |
| Asistente contable | 1 | 1 | 1 | 1 | 1 | 1 |
| Secretaria Auxiliar Contable | 1 | 1 | 1 | 1 | 1 | 1 |
| Auxiliar Contable | 1 | 1 | 1 | 1 | 1 | 1 |
| Conductores | 1 | 1 | 1 | 1 | 1 | 1 |
| Bodegueros | 2 | 2 | 2 | 2 | 2 | 2 |
| Mensajero | 1 | 1 | 1 | 1 | 1 | 1 |
| | 10 | 10 | 10 | 10 | 10 | 10 |

4.6.3. Rol de pagos

El Rol de pagos se calculo para cada uno de los 6 años e independiente de cada uno de los departamentos: Administrativo, Supermercado Latacunga, Supermercado Ambato y Centro de Acopio (Anexo 10). El resumen rol de pagos de los 6 años se detalla a continuación:

| ROL DE PAGOS | |
|---------------------|--------------|
| AÑO | VALOR |
| 1 | 208,872 |
| 2 | 225,758 |
| 3 | 232,617 |
| 4 | 244,969 |
| 5 | 260,076 |
| 6 | 276,240 |

4.6.4. Beneficios Sociales

Los beneficios sociales son los que determina la ley, y son provisionados mensualmente hasta el mes respectivo en donde se procede al pago.

Estos valores se constituyen en otro costo para la empresa. El calculo de los beneficios sociales se realizo para cada uno de los seis años e independiente para cada uno de los departamentos (Anexo 11). El resumen de los beneficios sociales de los 6 años se encuentra a continuación:

| BENEFICIOS SOCIALES | |
|----------------------------|--------------|
| AÑO | VALOR |
| 1 | 55,390 |
| 2 | 62,027 |
| 3 | 65,774 |
| 4 | 71,136 |
| 5 | 75,489 |
| 6 | 82,576 |

4.6.5. Prestaciones Sociales

La empresa tendrá como prestaciones sociales la entrega de uniformes y un bono navideño, los valores estarán acordes al cargo que desempeña (Anexo 12). El resumen anual de prestaciones sociales es:

| PRESTACIONES SOCIALES | |
|------------------------------|--------------|
| AÑO | VALOR |
| 1 | 4,095 |
| 2 | 4,095 |
| 3 | 4,095 |
| 4 | 4,335 |
| 5 | 4,335 |
| 6 | 4,335 |

4.6.6. Capacitación del personal.

Sabiendo que el recurso humano debe ser capacitado permanente en el afán de lograr altos estándares de calidad en servicio y atención al cliente, la empresa a destinado un 0.5% del valor de ventas para este propósito. La siguiente tabla nos muestra el monto anual en dólares en cada uno de los tres escenarios.

| PRESUPUESTO CAPACITACION DE PERSONAL | | | |
|--------------------------------------|-----------|-------------|-----------|
| AÑO | ESCENARIO | | |
| | PESIMISTA | CONSERVADOR | OPTIMISTA |
| 1 | 34,090 | 34,090 | 34,090 |
| 2 | 36,162 | 36,871 | 37,580 |
| 3 | 38,361 | 39,880 | 41,428 |
| 4 | 40,693 | 43,134 | 45,671 |
| 5 | 43,167 | 46,654 | 50,347 |
| 6 | 45,792 | 50,461 | 55,503 |

4.6.7. Comisión en ventas

La empresa social debe tener reciprocidad económica con los colaboradores, es así que este proyecto determina una comisión del 0.50% del valor de la venta total a repartirse entre el personal de la empresa. Los montos anuales por este concepto son:

| COMISIÓN EN VENTAS | | | |
|--------------------|-----------|-------------|-----------|
| AÑO | ESCENARIO | | |
| | PESIMISTA | CONSERVADOR | OPTIMISTA |
| 1 | 34,090 | 34,090 | 34,090 |
| 2 | 36,162 | 36,871 | 37,580 |
| 3 | 38,361 | 39,880 | 41,428 |
| 4 | 40,693 | 43,134 | 45,671 |
| 5 | 43,167 | 46,654 | 50,347 |
| 6 | 45,792 | 50,461 | 55,503 |

4.7. DEPRECIACIÓN DE ACTIVOS FIJOS

Los activos durante toda su vida útil sufren desgaste por utilización o deterioro, a este efecto se lo valoriza y se lo llama depreciación. El tiempo de vida de los activos es el determinado por el Servicio de Rentas Internas, es así que para edificios se tiene 20 años, vehículos 5 años, equipo de computo 3 años, muebles y enceres 10 años, instalaciones eléctricas 10 años, equipo de empaque 5 años y maquinaria y equipo 5 años. Las depreciaciones anuales de los activos totales se muestra en la siguiente tabla:

| DEPRECIACIÓN ACTIVOS FIJOS | | | |
|-----------------------------------|---------------|---------------|---------------|
| Activo Fijo | AÑO 1 | AÑO 2 | AÑO 3 |
| Edificios | 39,000 | 39,000 | 39,000 |
| Vehículos | 14,000 | 14,000 | 14,000 |
| Equipo de Refrigeración | 4,000 | 4,000 | 4,000 |
| Equipo de computo | 11,700 | 11,700 | 11,700 |
| Muebles y enceres estantes | 2,953 | 2,953 | 2,953 |
| Muebles y enceres oficina | 1,872 | 1,872 | 1,872 |
| Instalaciones eléctricas | 6,450 | 6,450 | 6,450 |
| Equipo de empaque | 270 | 270 | 270 |
| Maquinaria y Equipo | 2,000 | 2,000 | 2,000 |
| TOTAL | 82,245 | 82,245 | 82,245 |

| DEPRECIACIÓN ACTIVOS FIJOS | | | |
|-----------------------------------|---------------|---------------|---------------|
| Activo Fijo | AÑO 4 | AÑO 5 | AÑO 6 |
| Edificios | 39,000 | 39,000 | 39,000 |
| Vehículos | 14,000 | 14,000 | 0 |
| Equipo de Refrigeración | 4,000 | 4,000 | 4,000 |
| Equipo de computo | 800 | 800 | 800 |
| Muebles y enceres estantes | 2,953 | 2,953 | 2,953 |
| Muebles y enceres oficina | 1,872 | 1,872 | 1,872 |
| Instalaciones eléctricas | 6,450 | 6,450 | 6,450 |
| Equipo de empaque | 270 | 270 | 0 |
| Maquinaria y Equipo | 2,000 | 2,000 | 0 |
| TOTAL | 71,345 | 71,345 | 55,075 |

4.8. COSTOS Y GASTOS

Otro rubro que se debe considerar como importante es el resultado monetario de totalizar costos y gastos, en este grupo tenemos a:

- Servicios y Honorarios Profesionales.- Rubros por servicios ofrecido por profesionales o terceras personas que no forman parte integrante de la empresa.
- Otros Costos y gastos.- Todos los demás costos y gastos que incurre la empresa para operar, como por ejemplo agua, energía eléctrica, teléfono, arriendo, gastos por mantenimiento, etc. En este grupo se incluye a los gastos de publicidad que representa el 0.5% del volumen de ventas, pérdidas por robo con un 0.25% sobre ventas, pérdidas por daño perecibles con un 0.25% de ventas y 0,01% sobre ventas por cuentas incobrables.

Para un mejor análisis se segrego estos costos y gastos en: Costos y gastos Administrativos y Costos y Gastos de Ventas (Anexo 13). Los valores totalizados de los costos y gastos se encuentra a continuación.

| COSTOS Y GASTOS ADMINISTRATIVOS | | | | | | |
|--|---|-------------|-----------|------------------------------|-------------|-----------|
| Año | Servicios y Honorarios Profesionales | | | Otros Costos y Gastos | | |
| | Pesimista | Conservador | Optimista | Pesimista | Conservador | Optimista |
| 1 | 26,600 | 26,600 | 26,600 | 56,309 | 56,309 | 56,309 |
| 2 | 29,260 | 29,260 | 29,260 | 61,940 | 61,940 | 61,940 |
| 3 | 31,308 | 31,308 | 31,308 | 66,276 | 66,276 | 66,276 |
| 4 | 33,187 | 33,187 | 33,187 | 70,252 | 70,252 | 70,252 |
| 5 | 34,846 | 34,846 | 34,846 | 73,765 | 73,765 | 73,765 |
| 6 | 36,240 | 36,240 | 36,240 | 76,715 | 76,715 | 76,715 |
| | | | | | | |

| COSTOS Y GASTOS EN VENTAS | | | | | | |
|----------------------------------|---|--------------------|------------------|------------------------------|--------------------|------------------|
| Año | Servicios y Honorarios Profesionales | | | Otros Costos y Gastos | | |
| | Pesimista | Conservador | Optimista | Pesimista | Conservador | Optimista |
| 1 | 34,090 | 34,090 | 34,090 | 108,004 | 108,004 | 108,004 |
| 2 | 36,162 | 36,871 | 37,580 | 116,105 | 117,538 | 118,970 |
| 3 | 38,361 | 39,880 | 41,428 | 123,561 | 126,629 | 129,757 |
| 4 | 40,693 | 43,134 | 45,671 | 131,036 | 135,967 | 141,091 |
| 5 | 43,167 | 46,654 | 50,347 | 138,476 | 145,519 | 152,980 |
| 6 | 36,240 | 50,461 | 55,503 | 145,829 | 155,260 | 165,445 |

4.9. ESTADO PROFORMA DE RESULTADOS

El estado proforma de resultados nos permite ver la rentabilidad del proyecto, pues nos da como resultado el monto de las pérdidas o ganancias que se genera en la empresa, se tiene un diferente estado proforma para cada escenario. El estado esta estructurado por los ingresos provenientes de las ventas de los supermercados de Latacunga y Ambato, a continuación se detalla el costos de ventas tanto para Latacunga como para Ambato, los gastos administrativos especificando los principales rubros, los gastos de ventas desglosado en las principales cuentas, los gastos financieros, al final se tiene las utilidades neta y los valores de impuesto a la renta y participación trabajadores.

En las siguientes tablas se muestra el Estado Proforma de Resultados de cada uno de los 6 años y de los 3 escenarios que se plantearon.

ESTADO PROFORMA DE RESULTADOS (PESIMISTA)

| | AÑO 1 | AÑO 2 | AÑO 3 |
|--|---------------------|---------------------|---------------------|
| | PESIMISTA | PESIMISTA | PESIMISTA |
| Ventas | 6,817,901.30 | 7,232,429.70 | 7,672,161.43 |
| Latacunga | 2,121,359.58 | 2,250,338.24 | 2,387,158.81 |
| Ambato | 4,696,541.72 | 4,982,091.46 | 5,285,002.62 |
| Costo de Ventas | 5,550,960.64 | 5,888,459.05 | 6,246,477.36 |
| Latacunga | 1,727,156.65 | 1,832,167.77 | 1,943,563.57 |
| Ambato | 3,823,804.00 | 4,056,291.28 | 4,302,913.79 |
| Utilidad Bruta en Ventas | 1,266,940.66 | 1,343,970.65 | 1,425,684.07 |
| Gastos Administrativos | 281,036.99 | 301,622.09 | 314,422.80 |
| Mano de Obra | 138,316.10 | 150,610.31 | 157,027.03 |
| Prestaciones Sociales | 1,751.00 | 1,751.00 | 1,751.00 |
| Servicios y Honorarios Profesionales | 26,600.00 | 29,260.00 | 31,308.20 |
| Depreciacion de activos | 58,060.93 | 58,060.93 | 58,060.93 |
| Otros Costos y Gastos | 56,308.95 | 61,939.85 | 66,275.64 |
| Gastos Ventas | 340,650.28 | 362,052.78 | 375,895.48 |
| Mano de Obra | 125,946.36 | 137,175.14 | 141,363.85 |
| Prestaciones Sociales | 2,344.00 | 2,344.00 | 2,344.00 |
| Servicios y Honorarios Profesionales | 34,089.51 | 36,162.15 | 38,360.81 |
| Depreciacion de activos | 70,266.23 | 70,266.23 | 70,266.23 |
| Otros Costos y Gastos | 108,004.18 | 116,105.26 | 123,560.59 |
| Gastos Financieros | 125,778.34 | 111,052.91 | 93,877.16 |
| Intereses Prestamos Largo Plazo | 125,778.34 | 111,052.91 | 93,877.16 |
| | 0.00 | 0.00 | 0.00 |
| Utilidad Antes Participacion Trabajadores | 519,475.05 | 569,242.87 | 641,488.63 |
| 15% Utilidad Trabajadores | 77,921.26 | 85,386.43 | 96,223.29 |
| Utilidad antes Impuesto Renta | 441,553.79 | 483,856.44 | 545,265.34 |
| 25% Impuesto a la Renta | 110,388.45 | 120,964.11 | 136,316.33 |
| Utilidad Neta | 331,165.34 | 362,892.33 | 408,949.00 |

| ESTADO PROFORMA DE RESULT | | | |
|--|---------------------|---------------------|---------------------|
| | AÑO 4 | AÑO 5 | AÑO 6 |
| | PESIMISTA | PESIMISTA | PESIMISTA |
| Ventas | 8,138,628.84 | 8,633,467.48 | 9,158,371.69 |
| Latacunga | 2,532,298.06 | 2,686,261.79 | 2,849,586.50 |
| Ambato | 5,606,330.78 | 5,947,195.69 | 6,308,785.19 |
| Gastos de Venta | 6,626,283.19 | 7,029,139.99 | 7,456,511.70 |
| Latacunga | 2,061,732.24 | 2,187,085.56 | 2,320,060.36 |
| Ambato | 4,564,530.95 | 4,842,054.43 | 5,136,451.34 |
| Utilidad Bruta en Ventas | 1,512,365.66 | 1,604,317.49 | 1,701,859.99 |
| Gastos Administrativos | 315,333.82 | 330,426.48 | 334,216.08 |
| Mano de Obra | 160,018.36 | 169,939.07 | 180,554.24 |
| Prestaciones Sociales | 1,799.00 | 1,799.00 | 1,799.00 |
| Servicios y Honorarios Profesionales | 33,186.69 | 34,846.03 | 36,239.87 |
| Depreciacion de activos | 50,077.60 | 50,077.60 | 38,907.60 |
| Otros Costos y Gastos | 70,252.17 | 73,764.78 | 76,715.37 |
| Gastos Ventas | 391,634.89 | 411,087.76 | 416,701.97 |
| Mano de Obra | 156,086.63 | 165,625.78 | 175,832.67 |
| Prestaciones Sociales | 2,536.00 | 2,536.00 | 2,536.00 |
| Servicios y Honorarios Profesionales | 40,693.14 | 43,167.29 | 45,791.86 |
| Depreciacion de activos | 61,282.90 | 61,282.90 | 46,712.90 |
| Otros Costos y Gastos | 131,036.22 | 138,475.79 | 145,828.54 |
| Gastos Financieros | 73,843.37 | 50,475.96 | 23,220.21 |
| Intereses Prestamos Largo Plazo | 73,843.37 | 50,475.96 | 23,220.21 |
| | 0.00 | 0.00 | 0.00 |
| Utilidad Antes Participación Trabajadores | 731,553.57 | 812,327.29 | 927,721.74 |
| 15% Utilidad Trabajadores | 109,733.04 | 121,849.09 | 139,158.26 |
| Utilidad antes Impuesto Renta | 621,820.54 | 690,478.20 | 788,563.48 |
| 25% Impuesto a la Renta | 155,455.13 | 172,619.55 | 197,140.87 |
| Utilidad Neta | 466,365.40 | 517,858.65 | 591,422.61 |

ESTADO PROFORMA DE RESULTADOS (CONSERVADOR)

| | AÑO 1 | AÑO 2 | AÑO 3 |
|--|---------------------|---------------------|---------------------|
| | CONSERVADOR | CONSERVADOR | CONSERVADOR |
| Ventas | 6,817,901.30 | 7,374,242.05 | 7,975,980.20 |
| Latacunga | 2,121,359.58 | 2,294,462.52 | 2,481,690.66 |
| Ambato | 4,696,541.72 | 5,079,779.53 | 5,494,289.54 |
| Costo de Venta | 5,550,960.64 | 6,003,919.03 | 6,493,838.83 |
| Latacunga | 1,727,156.65 | 1,868,092.63 | 2,020,528.99 |
| Ambato | 3,823,804.00 | 4,135,826.40 | 4,473,309.84 |
| Utilidad Bruta en Ventas | 1,266,940.66 | 1,370,323.02 | 1,482,141.37 |
| Gastos Administrativos | 281,084.99 | 301,670.09 | 314,470.80 |
| Mano de Obra | 138,316.10 | 150,610.31 | 157,027.03 |
| Prestaciones Sociales | 1,799.00 | 1,799.00 | 1,799.00 |
| Servicios y Honorarios Profesionales | 26,600.00 | 29,260.00 | 31,308.20 |
| Depreciacion de activos | 58,060.93 | 58,060.93 | 58,060.93 |
| Otros Costos y Gastos | 56,308.95 | 61,939.85 | 66,275.64 |
| Gastos Ventas | 340,650.28 | 364,194.15 | 380,483.14 |
| Mano de Obra | 125,946.36 | 137,175.14 | 141,363.85 |
| Prestaciones Sociales | 2,344.00 | 2,344.00 | 2,344.00 |
| Servicios y Honorarios Profesionales | 34,089.51 | 36,871.21 | 39,879.90 |
| Depreciacion de activos | 70,266.23 | 70,266.23 | 70,266.23 |
| Otros Costos y Gastos | 108,004.18 | 117,537.56 | 126,629.16 |
| Gastos Financieros | 125,778.34 | 111,052.91 | 93,877.16 |
| Intereses Prestamos Largo Plazo | 125,778.34 | 111,052.91 | 93,877.16 |
| | 0.00 | 0.00 | 0.00 |
| Utilidad Antes Participacion Trabajadores | 519,427.05 | 593,405.87 | 693,310.28 |
| 15% Utilidad Trabajadores | 77,914.06 | 89,010.88 | 103,996.54 |
| Utilidad antes impuesto renta | 441,512.99 | 504,394.99 | 589,313.73 |
| 25% Impuesto a la Renta | 110,378.25 | 126,098.75 | 147,328.43 |
| Utilidad Neta | 331,134.74 | 378,296.24 | 441,985.30 |

| ESTADO PROFORMA DE RE | | ULTADOS (CONSERVADOR) | | |
|--|--|------------------------------|---------------------|----------------------|
| | | AÑO 4 | AÑO 5 | AÑO 6 |
| | | CONSERVADOR | CONSERVADOR | CONSERVADOR |
| Ventas | | 8,626,820.18 | 9,330,768.71 | 10,092,159.44 |
| Latacunga | | 2,684,196.62 | 2,903,227.07 | 3,140,130.40 |
| Ambato | | 5,942,623.56 | 6,427,541.65 | 6,952,029.04 |
| Costos de Venta | | 7,023,736.07 | 7,596,872.94 | 8,216,777.77 |
| Latacunga | | 2,185,404.15 | 2,363,733.13 | 2,556,613.75 |
| Ambato | | 4,838,331.92 | 5,233,139.81 | 5,660,164.02 |
| Utilidad Bruta en Ventas | | 1,603,084.11 | 1,733,895.77 | 1,875,381.67 |
| Gastos Administrativos | | 315,381.82 | 330,474.48 | 334,264.08 |
| Mano de Obra | | 160,018.36 | 169,939.07 | 180,554.24 |
| Prestaciones Sociales | | 1,847.00 | 1,847.00 | 1,847.00 |
| Servicios y Honorarios Profesionales | | 33,186.69 | 34,846.03 | 36,239.87 |
| Depreciacion de activos | | 50,077.60 | 50,077.60 | 38,907.60 |
| Otros Costos y Gastos | | 70,252.17 | 73,764.78 | 76,715.37 |
| Gastos Ventas | | 399,006.58 | 421,617.16 | 430,802.16 |
| Mano de Obra | | 156,086.63 | 165,625.78 | 175,832.67 |
| Prestaciones Sociales | | 2,536.00 | 2,536.00 | 2,536.00 |
| Servicios y Honorarios Profesionales | | 43,134.10 | 46,653.84 | 50,460.80 |
| Depreciacion de activos | | 61,282.90 | 61,282.90 | 46,712.90 |
| Otros Costos y Gastos | | 135,966.95 | 145,518.63 | 155,259.79 |
| Gastos Financieros | | 73,843.37 | 50,475.96 | 23,220.21 |
| Intereses Prestamos Largo Plazo | | 73,843.37 | 50,475.96 | 23,220.21 |
| | | 0.00 | 0.00 | 0.00 |
| Utilidad Antes Participacion Trabajadores | | 814,852.34 | 931,328.18 | 1,087,095.22 |
| 15% Utilidad Trabajadores | | 122,227.85 | 139,699.23 | 163,064.28 |
| Utilidad antes Impuesto Renta | | 692,624.48 | 791,628.95 | 924,030.94 |
| 25% Impuesto a la Renta | | 173,156.12 | 197,907.24 | 231,007.74 |
| Utilidad Neta | | 519,468.36 | 593,721.71 | 693,023.21 |

ESTADO PROFORMA DE RESULTADOS (OPTIMISTA)

| | AÑO 1 | AÑO 2 | AÑO 3 |
|--|---------------------|---------------------|---------------------|
| | OPTIMISTA | OPTIMISTA | OPTIMISTA |
| Ventas | 6,817,901.30 | 7,516,054.40 | 8,285,698.37 |
| Latacunga | 2,121,359.58 | 2,338,586.80 | 2,578,058.09 |
| Ambato | 4,696,541.72 | 5,177,467.59 | 5,707,640.28 |
| Costo de venta | 5,550,960.64 | 6,119,379.01 | 6,746,003.43 |
| Latacunga | 1,727,156.65 | 1,904,017.49 | 2,098,988.88 |
| Ambato | 3,823,804.00 | 4,215,361.53 | 4,647,014.55 |
| Utilidad Bruta en Ventas | 1,266,940.66 | 1,396,675.38 | 1,539,694.94 |
| Gastos Administrativos | 281,084.99 | 301,670.09 | 314,470.80 |
| Mano de Obra | 138,316.10 | 150,610.31 | 157,027.03 |
| Prestaciones Sociales | 1,799.00 | 1,799.00 | 1,799.00 |
| Servicios y Honorarios Profesionales | 26,600.00 | 29,260.00 | 31,308.20 |
| Depreciacion de activos | 58,060.93 | 58,060.93 | 58,060.93 |
| Otros Costos y Gastos | 56,308.95 | 61,939.85 | 66,275.64 |
| Gastos Ventas | 340,650.28 | 366,335.51 | 385,159.89 |
| Mano de Obra | 125,946.36 | 137,175.14 | 141,363.85 |
| Prestaciones Sociales | 2,344.00 | 2,344.00 | 2,344.00 |
| Servicios y Honorarios Profesionales | 34,089.51 | 37,580.27 | 41,428.49 |
| Depreciacion de activos | 70,266.23 | 70,266.23 | 70,266.23 |
| Otros Costos y Gastos | 108,004.18 | 118,969.87 | 129,757.31 |
| Gastos Financieros | 125,778.34 | 111,052.91 | 93,877.16 |
| Intereses Prestamos Largo Plazo | 125,778.34 | 111,052.91 | 93,877.16 |
| | 0.00 | 0.00 | 0.00 |
| Utilidad Antes Participacion Trabajadores | 519,427.05 | 617,616.87 | 746,187.10 |
| 15% Utilidad Trabajadores | 77,914.06 | 92,642.53 | 111,928.06 |
| Utilidad antes impuesto Renta | 441,512.99 | 524,974.34 | 634,259.03 |
| 25% Impuesto a la Renta | 110,378.25 | 131,243.58 | 158,564.76 |
| Utilidad Neta | 331,134.74 | 393,730.75 | 475,694.27 |

ESTADO PROFORMA DE RESULTADOS (OPTIMISTA)

| | AÑO 4 | AÑO 5 | AÑO 6 |
|--|---------------------|----------------------|----------------------|
| | OPTIMISTA | OPTIMISTA | OPTIMISTA |
| Ventas | 9,134,153.88 | 10,069,491.24 | 11,100,607.14 |
| Latacunga | 2,842,051.24 | 3,133,077.29 | 3,453,904.40 |
| Ambato | 6,292,102.64 | 6,936,413.95 | 7,646,702.74 |
| Costos de Ventas | 7,436,794.18 | 8,198,321.90 | 9,037,830.06 |
| Latacunga | 2,313,925.34 | 2,550,871.29 | 2,812,080.51 |
| Ambato | 5,122,868.84 | 5,647,450.61 | 6,225,749.55 |
| Utilidad Bruta en Ventas | 1,697,359.70 | 1,871,169.34 | 2,062,777.08 |
| Gastos Administrativos | 315,381.82 | 330,474.48 | 334,264.08 |
| Mano de Obra | 160,018.36 | 169,939.07 | 180,554.24 |
| Prestaciones Sociales | 1,847.00 | 1,847.00 | 1,847.00 |
| Servicios y Honorarios Profesionales | 33,186.69 | 34,846.03 | 36,239.87 |
| Depreciacion de activos | 50,077.60 | 50,077.60 | 38,907.60 |
| Otros Costos y Gastos | 70,252.17 | 73,764.78 | 76,715.37 |
| Gastos Ventas | 406,667.32 | 432,771.87 | 446,029.72 |
| Mano de Obra | 156,086.63 | 165,625.78 | 175,832.67 |
| Prestaciones Sociales | 2,536.00 | 2,536.00 | 2,536.00 |
| Servicios y Honorarios Profesionales | 45,670.77 | 50,347.46 | 55,503.04 |
| Depreciacion de activos | 61,282.90 | 61,282.90 | 46,712.90 |
| Otros Costos y Gastos | 141,091.02 | 152,979.73 | 165,445.11 |
| Gastos Financieros | 73,843.37 | 50,475.96 | 23,220.21 |
| Intereses Prestamos Largo Plazo | 73,843.37 | 50,475.96 | 23,220.21 |
| | 0.00 | 0.00 | 0.00 |
| Utilidad Antes Participación Trabajadores | 901,467.19 | 1,057,447.03 | 1,259,263.07 |
| 15% Utilidad Trabajadores | 135,220.08 | 158,617.05 | 188,889.46 |
| Utilidad antes Impuesto a la Renta | 766,247.11 | 898,829.98 | 1,070,373.61 |
| 25% Impuesto a la Renta | 191,561.78 | 224,707.49 | 267,593.40 |
| Utilidad Neta | 574,685.33 | 674,122.48 | 802,780.21 |

CAPITULO V

ANÁLISIS FINANCIERO

5.1. FLUJO DE FONDOS PROYECTADO

En el flujo de fondos se determina tanto las entradas como las salidas de fondos de la empresa que son necesarias para el desarrollo de la misma.

Las entradas de dinero existe en el período 0 por aportes de capital y un préstamo a 6 años plazo. A partir del primer año las entradas se dan por ventas de mercaderías, que pueden ser a contado o a crédito de 7 días. Para nuestro flujo se determino que las ventas de contado son el 95% de las ventas totales, mientras que las ventas a crédito son el 5% que es lo que se demora en hacer efectivo los boucher de las tarjetas de crédito. El tiempo de crédito de 7 días no influencia en la cuenta de Clientes entre los diferentes años.

Las salidas de dinero son para pago de las compras de mercaderías tanto a contado como a crédito, el plazo para el pago de las compras a crédito es de 15 días y representa el 30% del total de adquisiciones de mercaderías. Otras salidas de dinero son el pago de mano de obra, gastos administrativos, gastos de ventas, gastos financieros, pagos de capital, impuestos a la renta y participación trabajadores.

En el Flujo de fondos proyectado no se toma en cuenta las depreciaciones de activos, pues no representa un egreso de dinero de la empresa.

FLUJO DE FONDOS PROYECTADO (PESIMISTA)

| | ANO 0 | ANO 1 | ANO 2 | ANO 3 | ANO 4 | ANO 5 | ANO 6 |
|--|---------------|--------------|--------------|--------------|--------------|--------------|--------------|
| | 0.00 | 6,617,901.30 | 7,232,429.70 | 7,672,161.43 | 8,138,628.84 | 8,633,457.48 | 9,168,371.69 |
| Costos | 0.00 | 6,477,006.24 | 6,870,808.22 | 7,288,553.36 | 7,731,697.40 | 8,201,784.60 | 8,700,453.11 |
| Latacunga | 0.00 | 2,015,291.60 | 2,137,821.33 | 2,267,800.87 | 2,405,683.16 | 2,551,948.70 | 2,707,107.18 |
| Ambato | 0.00 | 4,461,714.64 | 4,732,986.89 | 5,020,752.49 | 5,326,014.24 | 5,648,835.91 | 5,993,345.93 |
| | 0.00 | 340,895.07 | 361,621.49 | 383,608.07 | 406,931.44 | 431,672.87 | 457,918.58 |
| Latacunga | 0.00 | 106,067.88 | 112,516.91 | 119,357.94 | 126,614.90 | 134,313.09 | 142,479.33 |
| Ambato | 0.00 | 234,827.09 | 249,104.57 | 264,250.13 | 280,316.54 | 297,359.78 | 315,439.26 |
| | 0.00 | 6,044,320.76 | 6,423,806.76 | 6,808,468.47 | 7,221,871.40 | 7,659,293.73 | 8,121,809.24 |
| Costos de Operación | 0.00 | 3,885,672.45 | 4,121,921.34 | 4,372,534.15 | 4,638,384.23 | 4,920,397.99 | 5,219,558.19 |
| Latacunga | 0.00 | 1,209,009.65 | 1,282,517.44 | 1,360,494.50 | 1,443,212.66 | 1,530,959.89 | 1,624,042.25 |
| Ambato | 0.00 | 2,676,662.80 | 2,839,403.90 | 3,012,039.65 | 3,195,171.67 | 3,389,438.10 | 3,595,515.94 |
| Compras y Costos de Mantenimiento | 0.00 | 1,665,288.19 | 1,766,637.72 | 1,873,943.21 | 1,987,878.96 | 2,108,742.00 | 2,236,953.61 |
| Latacunga | 0.00 | 518,148.99 | 549,650.33 | 583,069.07 | 618,519.67 | 658,125.67 | 696,018.11 |
| Ambato | 0.00 | 1,147,141.20 | 1,216,987.38 | 1,290,874.14 | 1,369,359.29 | 1,452,616.33 | 1,540,935.40 |
| Gastos de Operación | 0.00 | 222,976.05 | 243,561.16 | 256,361.86 | 265,258.22 | 280,348.88 | 295,308.48 |
| Mano de Obra | 0.00 | 138,316.10 | 150,610.31 | 157,027.08 | 160,018.36 | 169,939.07 | 180,554.24 |
| Prestaciones Sociales | 0.00 | 1,751.00 | 1,751.00 | 1,751.00 | 1,799.00 | 1,799.00 | 1,799.00 |
| Servicios y Honorarios Profesionales | 0.00 | 26,600.00 | 28,260.00 | 31,308.20 | 33,186.69 | 34,846.03 | 36,239.87 |
| Otros Costos y Gastos | 0.00 | 56,308.95 | 61,939.85 | 66,275.64 | 70,252.17 | 73,784.78 | 76,715.37 |
| Gastos de Mantenimiento | 0.00 | 270,384.05 | 291,786.55 | 305,629.25 | 330,351.99 | 349,804.86 | 369,989.07 |
| Mano de Obra | 0.00 | 125,946.36 | 137,175.14 | 141,363.85 | 156,086.63 | 165,625.78 | 175,832.67 |
| Prestaciones Sociales | 0.00 | 2,344.00 | 2,344.00 | 2,344.00 | 2,536.00 | 2,536.00 | 2,536.00 |
| Servicios y Honorarios Profesionales | 0.00 | 34,089.51 | 36,162.15 | 38,360.81 | 40,693.14 | 43,167.29 | 45,791.86 |
| Otros Costos y Gastos | 0.00 | 108,004.18 | 116,105.26 | 123,560.59 | 131,036.22 | 138,475.79 | 145,828.54 |
| Flujo Operacional | 0.00 | 773,580.56 | 808,622.94 | 863,692.96 | 916,757.44 | 974,163.75 | 1,036,562.45 |
| Otros Ingresos | -2,007,387.27 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Prestamos Bancarios | -807,387.27 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Largo Plazo | -807,387.27 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Aportes de Capital | -1,200,000.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Accionistas Fundadores | -1,000,000.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Corto Plazo | -200,000.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Otros Egresos | 0.00 | 473,932.24 | 420,623.08 | 446,812.16 | 481,860.70 | 508,741.18 | 550,571.67 |
| Pago Intereses | 0.00 | 125,778.34 | 111,052.91 | 93,877.16 | 73,843.37 | 50,476.96 | 23,220.21 |
| Prestamos Largo Plazo | 0.00 | 125,778.34 | 111,052.91 | 93,877.16 | 73,843.37 | 50,476.96 | 23,220.21 |
| Pago Impuestos | 0.00 | 88,494.19 | 103,219.63 | 120,395.37 | 140,429.17 | 163,796.58 | 191,052.33 |
| Prestamos Largo Plazo | 0.00 | 88,494.19 | 103,219.63 | 120,395.37 | 140,429.17 | 163,796.58 | 191,052.33 |
| Costos de Capital | 0.00 | 71,350.00 | 0.00 | 0.00 | 2,400.00 | 0.00 | 0.00 |
| Utilidades Impugnables Participaciones | 0.00 | 188,309.71 | 206,350.54 | 232,539.63 | 265,188.17 | 294,468.54 | 336,299.14 |
| 15% Participación Trabajadores | 0.00 | 77,921.26 | 85,386.43 | 98,223.29 | 109,733.04 | 121,849.09 | 139,158.26 |
| 25% Impuesto a la Renta | 0.00 | 110,388.45 | 120,964.11 | 136,316.33 | 155,455.13 | 172,619.55 | 197,140.87 |
| Flujo No Operacional | -2,007,387.27 | -473,932.24 | -420,623.08 | -446,812.16 | -481,860.70 | -508,741.18 | -550,571.67 |
| Ingreso por Venta Activos y Capital Trabajo | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 1,763,413.39 |
| Ventas Activos y Capital de Trabajo | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 1,763,413.39 |
| Activos Fijos No Depreciables | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 600,000.00 |
| Activos Fijos Depreciables | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 681,559.12 |
| Efectivo (Capital de Trabajo) | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 481,854.27 |
| Flujo de Fondos Neto (PESIMISTA) | -2,007,387.27 | 299,648.32 | 387,999.87 | 416,880.79 | 434,896.74 | 465,422.57 | 2,249,404.17 |

FLUJO DE FONDOS PROYECTADO (CONSERVADOR)

| | ANO 0 | ANO 1 | ANO 2 | ANO 3 | ANO 4 | ANO 5 | ANO 6 |
|---|---------------|--------------|--------------|--------------|--------------|--------------|---------------|
| | 0.00 | 6,817,901.30 | 7,374,242.05 | 7,975,980.20 | 8,626,820.18 | 9,330,768.71 | 10,092,159.44 |
| | 0.00 | 6,477,006.24 | 7,005,529.95 | 7,577,181.19 | 8,195,479.18 | 8,864,230.28 | 9,587,551.47 |
| Latacunga | 0.00 | 2,015,291.60 | 2,179,739.40 | 2,357,606.13 | 2,549,986.79 | 2,758,065.71 | 2,983,123.88 |
| Ambato | 0.00 | 4,461,714.64 | 4,825,790.55 | 5,219,575.06 | 5,645,492.38 | 6,106,164.56 | 6,604,427.59 |
| | 0.00 | 340,895.07 | 368,712.10 | 398,799.01 | 431,341.01 | 466,538.44 | 504,607.97 |
| Latacunga | 0.00 | 106,067.98 | 114,723.13 | 124,084.53 | 134,209.83 | 145,161.35 | 157,006.52 |
| Ambato | 0.00 | 234,827.09 | 253,988.98 | 274,714.48 | 297,131.18 | 321,377.08 | 347,601.45 |
| | 0.00 | 6,044,368.75 | 6,541,456.11 | 7,080,465.60 | 7,626,763.98 | 8,237,604.08 | 8,896,223.51 |
| | 0.00 | 3,885,672.45 | 4,202,743.32 | 4,545,687.18 | 4,916,615.25 | 5,317,811.06 | 5,751,744.44 |
| Latacunga | 0.00 | 1,209,009.65 | 1,307,664.84 | 1,414,370.29 | 1,529,782.91 | 1,654,613.19 | 1,789,629.63 |
| Ambato | 0.00 | 2,676,662.80 | 2,895,078.48 | 3,131,316.89 | 3,386,832.35 | 3,663,197.87 | 3,962,114.81 |
| | 0.00 | 1,665,288.19 | 1,801,175.71 | 1,948,151.65 | 2,107,120.82 | 2,279,061.88 | 2,465,033.33 |
| Latacunga | 0.00 | 518,146.99 | 560,427.79 | 606,158.70 | 655,621.25 | 709,119.94 | 766,984.13 |
| Ambato | 0.00 | 1,147,141.20 | 1,240,747.92 | 1,341,992.95 | 1,451,499.58 | 1,569,941.94 | 1,698,049.20 |
| | 0.00 | 223,024.05 | 243,609.16 | 256,409.86 | 265,304.22 | 280,396.88 | 295,356.48 |
| Mano de Obra | 0.00 | 138,316.10 | 150,610.31 | 157,027.03 | 160,018.36 | 169,939.07 | 180,554.24 |
| Prestaciones Sociales | 0.00 | 1,799.00 | 1,799.00 | 1,799.00 | 1,847.00 | 1,847.00 | 1,847.00 |
| Servicios y Honorarios Profesionales | 0.00 | 26,600.00 | 29,260.00 | 31,308.20 | 33,186.69 | 34,846.03 | 36,239.87 |
| Otros Costos y Gastos | 0.00 | 56,308.95 | 61,939.85 | 66,275.64 | 70,252.17 | 73,764.78 | 76,715.37 |
| | 0.00 | 270,384.05 | 293,927.91 | 310,216.91 | 337,723.68 | 360,334.26 | 384,089.26 |
| Mano de Obra | 0.00 | 125,946.36 | 137,175.14 | 141,363.85 | 156,086.63 | 165,625.78 | 175,832.67 |
| Prestaciones Sociales | 0.00 | 2,344.00 | 2,344.00 | 2,344.00 | 2,536.00 | 2,536.00 | 2,536.00 |
| Servicios y Honorarios Profesionales | 0.00 | 34,089.51 | 36,871.21 | 39,879.90 | 43,134.10 | 46,653.84 | 50,460.80 |
| Otros Costos y Gastos | 0.00 | 108,004.18 | 117,537.56 | 126,629.16 | 135,966.95 | 145,518.63 | 155,259.79 |
| | 0.00 | 773,532.56 | 832,785.94 | 915,514.60 | 1,000,056.21 | 1,093,164.64 | 1,195,935.93 |
| Flujo Operacional | | | | | | | |
| Otros Ingresos | -2,007,387.27 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Prestamos Bancarios | -807,387.27 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Largo Plazo | -807,387.27 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Aportes de Capital | -1,200,000.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Accionistas Fundadores | -1,000,000.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Corto Plazo | -200,000.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Otros Egresos | 0.00 | 473,914.84 | 429,382.16 | 465,597.51 | 512,056.51 | 551,879.00 | 608,344.55 |
| Pagos Impuestos | 0.00 | 125,778.34 | 111,052.91 | 93,877.16 | 73,843.37 | 50,475.96 | 23,220.21 |
| Prestamos Largo Plazo | 0.00 | 125,778.34 | 111,052.91 | 93,877.16 | 73,843.37 | 50,475.96 | 23,220.21 |
| | 0.00 | 88,494.19 | 103,219.63 | 120,395.37 | 140,429.17 | 163,796.58 | 191,052.33 |
| Prestamos Largo Plazo | 0.00 | 88,494.19 | 103,219.63 | 120,395.37 | 140,429.17 | 163,796.58 | 191,052.33 |
| | 0.00 | 71,350.00 | 0.00 | 0.00 | 2,400.00 | 0.00 | 0.00 |
| Impuestos | 0.00 | 188,292.31 | 215,109.63 | 251,324.97 | 295,383.97 | 337,606.46 | 394,072.02 |
| 15% Participación Trabajadores | 0.00 | 77,914.06 | 89,010.88 | 103,996.54 | 122,227.85 | 139,699.23 | 163,064.28 |
| 25% Impuesto a la Renta | 0.00 | 110,378.25 | 126,098.75 | 147,328.43 | 173,156.12 | 197,907.24 | 231,007.74 |
| Flujo No Operacional | -2,007,387.27 | -473,914.84 | -429,382.16 | -465,597.51 | -512,056.51 | -551,879.00 | -608,344.55 |
| Ingreso por Venta Activos y Capital Trabajo | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 1,763,413.39 |
| Venta Activos y Capital Trabajo | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 1,763,413.39 |
| Activos Fijos No Depreciables | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 600,000.00 |
| Activos Fijos Depreciables | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 681,559.12 |
| Efectivo (Capital de Trabajo) | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 481,854.27 |
| Flujo de Fondos Neto (CONSERVADOR) | -2,007,387.27 | 299,617.72 | 403,403.78 | 449,917.09 | 487,999.70 | 541,285.64 | 2,351,004.77 |

FLUJO DE FONDOS PROYECTADO (OPTIMISTA)

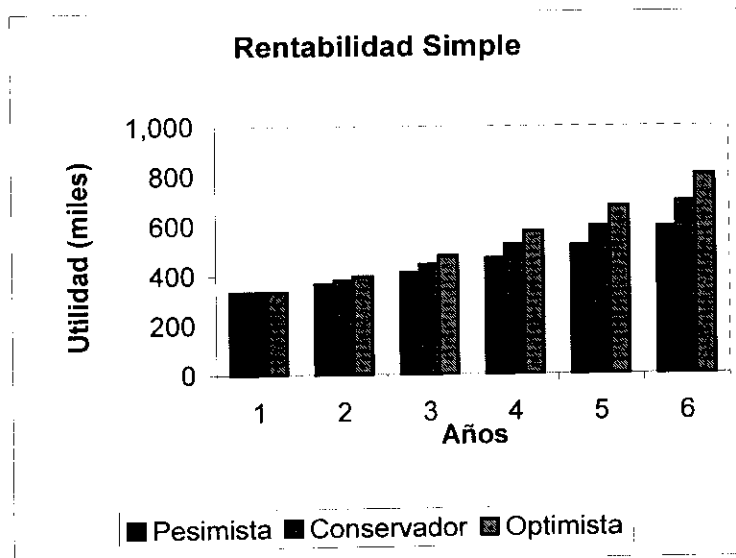
| | ANO 0 | ANO 1 | ANO 2 | ANO 3 | ANO 4 | ANO 5 | ANO 6 |
|---------------------------------------|----------------------|-------------------|-------------------|-------------------|-------------------|-------------------|---------------------|
| | 0.00 | 6,817,901.30 | 7,516,054.40 | 8,285,698.37 | 9,134,153.88 | 10,069,491.24 | 11,100,607.14 |
| | 0.00 | 6,477,006.24 | 7,140,251.68 | 7,871,413.45 | 8,677,446.19 | 9,566,016.67 | 10,545,576.78 |
| Latacunga | 0.00 | 2,015,291.60 | 2,221,657.46 | 2,449,155.19 | 2,699,948.68 | 2,976,423.42 | 3,281,209.18 |
| Ambato | 0.00 | 4,461,714.64 | 4,918,594.21 | 5,422,258.26 | 5,977,497.51 | 6,589,593.25 | 7,264,367.60 |
| | 0.00 | 340,895.07 | 375,802.72 | 414,284.92 | 456,707.69 | 503,474.56 | 555,030.36 |
| Latacunga | 0.00 | 106,067.98 | 116,929.34 | 128,902.90 | 142,102.56 | 156,653.86 | 172,695.22 |
| Ambato | 0.00 | 234,827.09 | 258,873.38 | 285,382.01 | 314,605.13 | 346,820.70 | 382,335.14 |
| | 0.00 | 6,044,368.75 | 6,659,057.45 | 7,317,306.94 | 8,047,482.82 | 8,850,207.75 | 9,732,503.36 |
| | 0.00 | 3,885,672.45 | 4,283,565.31 | 4,722,202.40 | 5,205,755.92 | 5,738,825.33 | 6,326,481.04 |
| Latacunga | 0.00 | 1,209,009.65 | 1,332,812.24 | 1,469,292.21 | 1,619,747.74 | 1,785,609.90 | 1,968,456.36 |
| Ambato | 0.00 | 2,676,662.80 | 2,950,753.07 | 3,252,910.18 | 3,586,008.19 | 3,953,215.43 | 4,358,024.68 |
| | 0.00 | 1,665,288.19 | 1,835,813.70 | 2,023,801.03 | 2,231,038.25 | 2,459,496.57 | 2,711,349.02 |
| Latacunga | 0.00 | 518,146.99 | 571,205.25 | 629,696.66 | 694,177.60 | 765,261.39 | 843,624.15 |
| Ambato | 0.00 | 1,147,141.20 | 1,264,608.46 | 1,394,104.36 | 1,536,860.65 | 1,694,235.18 | 1,867,724.86 |
| | 0.00 | 223,024.05 | 243,609.16 | 256,409.86 | 265,304.22 | 280,396.88 | 295,356.48 |
| Mano de Obra | 0.00 | 138,316.10 | 150,610.31 | 157,027.03 | 160,018.36 | 169,939.07 | 180,554.24 |
| Prestaciones Sociales | 0.00 | 1,799.00 | 1,799.00 | 1,799.00 | 1,847.00 | 1,847.00 | 1,847.00 |
| Servicios y Honorarios Profesionales | 0.00 | 26,600.00 | 29,260.00 | 31,308.20 | 33,186.69 | 34,846.03 | 36,239.87 |
| Otros Costos y Gastos | 0.00 | 56,308.95 | 61,939.85 | 66,275.64 | 70,252.17 | 73,764.78 | 76,715.37 |
| | 0.00 | 270,384.05 | 296,069.28 | 314,893.65 | 345,384.42 | 371,488.97 | 399,316.82 |
| Mano de Obra | 0.00 | 125,946.36 | 137,175.14 | 141,363.85 | 156,086.63 | 165,625.78 | 175,832.67 |
| Prestaciones Sociales | 0.00 | 2,344.00 | 2,344.00 | 2,344.00 | 2,536.00 | 2,536.00 | 2,536.00 |
| Servicios y Honorarios Profesionales | 0.00 | 34,089.51 | 37,580.27 | 41,428.49 | 45,670.77 | 50,347.46 | 55,503.04 |
| Otros Costos y Gastos | 0.00 | 108,004.18 | 118,969.87 | 129,757.31 | 141,091.02 | 152,979.73 | 165,445.11 |
| | 0.00 | 773,532.56 | 856,996.94 | 968,391.42 | 1,086,671.06 | 1,219,283.49 | 1,368,103.78 |
| Flujo Operacional | | | | | | | |
| Otros Ingresos | -2,007,387.27 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Prestamos bancarios | -807,387.27 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Largo Plazo | -807,387.27 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Accionistas Fundadores | -1,200,000.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Corto Plazo | -1,000,000.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Otros Egresos | 0.00 | 473,914.84 | 438,158.65 | 484,765.36 | 543,454.39 | 597,597.08 | 670,755.40 |
| Pagos | 0.00 | 125,778.34 | 111,052.91 | 93,877.16 | 73,843.37 | 50,475.96 | 23,220.21 |
| Prestamos Largo Plazo | 0.00 | 125,778.34 | 111,052.91 | 93,877.16 | 73,843.37 | 50,475.96 | 23,220.21 |
| Prestamos Largo Plazo | 0.00 | 88,494.19 | 103,219.63 | 120,395.37 | 140,429.17 | 163,796.58 | 191,052.33 |
| Prestamos Largo Plazo | 0.00 | 88,494.19 | 103,219.63 | 120,395.37 | 140,429.17 | 163,796.58 | 191,052.33 |
| Compras | 0.00 | 71,350.00 | 0.00 | 0.00 | 2,400.00 | 0.00 | 0.00 |
| Unidades de Participación | 0.00 | 188,292.31 | 223,886.12 | 270,492.82 | 326,781.86 | 383,324.55 | 456,482.86 |
| 15% Participación Trabajadores | 0.00 | 77,914.06 | 92,642.53 | 111,928.06 | 135,220.08 | 158,617.05 | 188,889.46 |
| 25% Impuesto a la Renta | 0.00 | 110,378.25 | 131,243.58 | 158,564.76 | 191,561.78 | 224,707.49 | 267,593.40 |
| Flujo No Operacional | -2,007,387.27 | -473,914.84 | -438,158.65 | -484,765.36 | -543,454.39 | -597,597.08 | -670,755.40 |
| Ingreso por Venta de Activos | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 1,763,413.39 |
| Ventas Activos y Capital de Trabajo | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 1,763,413.39 |
| Activos Fijos No Depreciables | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 600,000.00 |
| Activos Fijos Depreciables | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 681,559.12 |
| Efectivo (Capital de Trabajo) | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 481,854.27 |
| Flujo de Fondos Neto OPTIMISTA | -2,007,387.27 | 299,617.72 | 418,838.29 | 483,626.07 | 543,216.67 | 621,686.40 | 2,460,761.77 |

5.2. EVALUACION DEL PROYECTO

5.2.1. Rentabilidad simple

Este índice nos muestra la utilidad neta que genera el proyecto, el cual es el que se repartirá a los accionistas de la empresa. A continuación tenemos la rentabilidad que resulta en los 6 años:

| RENTABILIDAD SIMPLE | | | |
|----------------------------|------------------|--------------------|------------------|
| Añ | Pesimista | Conservador | Optimista |
| 1 | 331,165 | 331,135 | 331,135 |
| 2 | 362,892 | 378,296 | 393,731 |
| 3 | 408,949 | 441,985 | 475,694 |
| 4 | 466,365 | 519,468 | 574,685 |
| 5 | 517,859 | 593,722 | 674,122 |
| 6 | 591,423 | 693,023 | 802,780 |

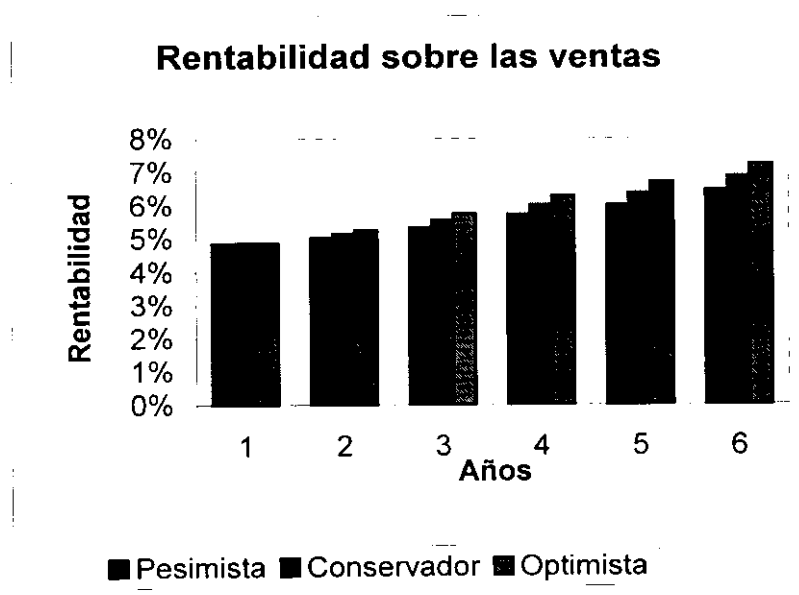


5.2.2. Rentabilidad sobre las ventas

Este índice de rentabilidad sobre las ventas se obtiene dividiendo las utilidades netas para las ventas brutas que se proyectó en los diferentes escenarios.

Los valores de dicho índice se muestra a continuación:

| RENTABILIDAD SOBRE LAS VENTAS | | | |
|--------------------------------------|------------------|--------------------|------------------|
| Año | Pesimista | Conservador | Optimista |
| 1 | 4.86% | 4.86% | 4.86% |
| 2 | 5.02% | 5.13% | 5.24% |
| 3 | 5.33% | 5.54% | 5.74% |
| 4 | 5.73% | 6.02% | 6.29% |
| 5 | 6.00% | 6.36% | 6.69% |
| 6 | 6.46% | 6.87% | 7.23% |



5.2.3. Periodo de retorno de capital

A través de este índice se determina cuando se recupera el dinero invertido como capital en la empresa mediante la generación de utilidades, en los tres casos se tiene la recuperación entre el cuarto y el quinto año de puesta en marcha del proyecto.

| PERIODO DE RETORNO DE CAPITAL (PESIMISTA) | | | | |
|---|----------------|--------------|-------------|-----------------|
| AÑO | CAPITAL | FLUJO | REC. | POR REC. |
| 0 | 2,007,38 | -2,007,387 | -2,007,387 | 2,007,387 |
| 1 | | 299,648 | -1,707,739 | 1,707,739 |
| 2 | | 388,000 | -1,319,739 | 1,319,739 |
| 3 | | 449,917 | -869,822 | 869,822 |
| 4 | | 434,897 | -434,925 | 434,925 |
| 5 | | 465,423 | 30,497 | -30,497 |
| 6 | | 2,249,404 | 2,279,901 | -2,279,901 |
| Nota: Se recupera entre el cuarto y quinto año | | | | |

| PERIODO DE RETORNO DE CAPITAL (CONSERVADOR) | | | | |
|---|----------------|--------------|-------------|-----------------|
| AÑO | CAPITAL | FLUJO | REC. | POR REC. |
| 0 | 2,007,38 | -2,007,387 | -2,007,387 | 2,007,387 |
| 1 | | 299,618 | -1,707,770 | 1,707,770 |
| 2 | | 403,404 | -1,304,366 | 1,304,366 |
| 3 | | 449,917 | -854,449 | 854,449 |
| 4 | | 488,000 | -366,449 | 366,449 |
| 5 | | 541,286 | 174,837 | -174,837 |
| 6 | | 2,351,005 | 2,525,841 | -2,525,841 |
| Nota: Se recupera entre el cuarto y quinto año | | | | |

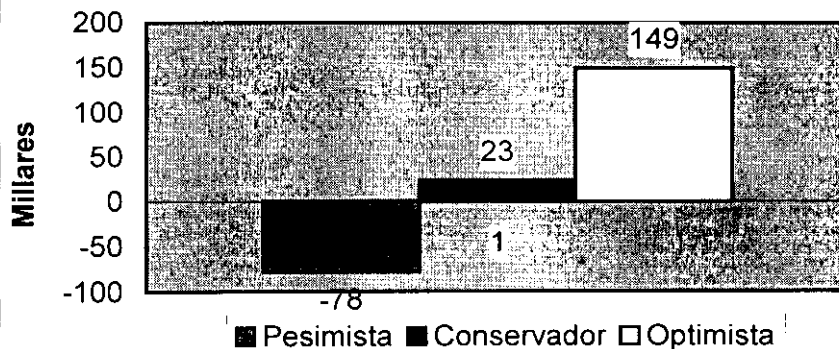
| PERIODO DE RETORNO DE CAPITAL (OPTIMISTA) | | | | |
|---|----------------|--------------|-------------|-----------------|
| AÑO | CAPITAL | FLUJO | REC. | POR REC. |
| 0 | 2,007,38 | -2,007,387 | -2,007,387 | 2,007,387 |
| 1 | | 299,618 | -1,707,770 | 1,707,770 |
| 2 | | 418,838 | -1,288,931 | 1,288,931 |
| 3 | | 483,626 | -805,305 | 805,305 |
| 4 | | 543,217 | -262,089 | 262,089 |
| 5 | | 621,686 | 359,598 | -359,598 |
| 6 | | 2,460,762 | 2,820,360 | -2,820,360 |
| Nota: Se recupera entre el cuarto y quinto año | | | | |

5.2.4. Valor actual neto

El valor actual neto nos indica el valor presente del flujos de fondos neto de los 6 años menos el capital inicial aportado por los accionistas de la empresa. Cabe señalar que nuestro proyecto tiene un apalancamiento financiero a través de un préstamo a 6 años plazo. El costo de oportunidad que usamos para calcular el VAN es del 20%.

| VALOR ACTUAL NETO | |
|-------------------|---------|
| PESIMISTA | -77,773 |
| CONSERVADOR | 23,021 |
| OPTIMISTA | 148,944 |

VAN (Valor actual neto)

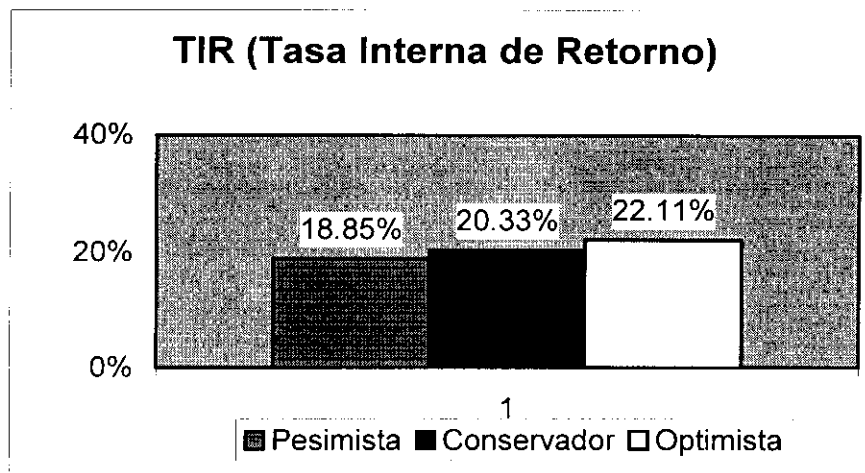


5.2.7. Tasa interna de retorno.

Este indicador financiero nos muestra el porcentaje de interés efectivo que genera el proyecto durante los 6 años. Se calcula con los flujos de entrada y salida de dinero producto del giro del negocio. Como podemos ver tenemos en los 3 escenarios unas

tasas superior al costo de oportunidad, lo que nos indica que el Proyecto “LA TIENDA” es viable.

| TASA INTERNA DE RETORNO | |
|-------------------------|--------|
| PESIMISTA | 18.85% |
| CONSERVADOR | 20.33% |
| OPTIMISTA | 22.11% |



CAPITULO VI

CONCLUSIONES Y RECOMENDACIONES

6.1. CONCLUSIONES

- El valor actual neto del proyecto “La Tienda” calculado para sus tres escenarios resulta en las cantidades de **-77.773; 23.021; 148,944;** y según el criterio adoptado como pesimista, conservador y optimista respectivamente.
- Para el supuesto pesimista el valor VAN resulta negativo debido a que el dinero invertido en el periodo cero genera mayor rentabilidad en un negocio con el 20% de utilidad (costo de oportunidad), que la rentabilidad resultante para “La Tienda” con las condiciones planteadas en dicho escenario.
- La Tasa Interna de Retorno TIR esta calculada en **18,85%; 20,33%; 22,11%** valores superiores a la tasa activa del mercado financiero ecuatoriano, lo que representa recuperar el capital invertido entre el cuarto y quinto año de funcionamiento si se cumplen los supuestos establecidos. Este periodo de recuperación se confirma con el cálculo del Periodo de Retorno de Capital.
- Estos valores de TIR y VAN resultan con un apalancamiento de 800.000,00 USD en los valores indicados en los puntos anteriores, los cuales son mejores de los que se obtendrían aportando con el total del capital necesario.
- Cabe mencionar que el resultado esperado para la utilidad sobre ventas en el primer año para todos los escenarios es del 4,86% con la mención que en ninguno de los escenarios y en ninguno de los años supera el 10% debido a que el

movimiento general del negocio planteado es fuerte en su volumen más que por el margen de utilidad del producto.

- Como conclusión final formulamos la gran posibilidad que tiene este proyecto de convertirse en realidad y ser implementado en las ciudades y sectores para los que ha sido planteado

6.2. RECOMENDACIONES

- Trabajar sobre el desarrollo de los proveedores y elaborar mecanismo que tiendan a generar lazos a corto, mediano y largo plazo, ya que ellos se constituyen en el mayor riesgo presente del proyecto.
- Elaborar conjuntamente con los proveedores agrícolas un convenio de distribución y de fidelidad.
- Promocionar los productos agrícolas de producción orgánica por ser más saludables y de menor costo de producción.
- Vender la imagen de “La Tienda” sobre la premisa de mejor calidad con mayor economía.
- Vender “La Tienda” como un producto asociado a una causa. Asociar el nombre de “La Tienda” con la comunidad a la que sirve, utilizando mecanismos como el apoyo cultural, deportivo y de educación, en principio apadrinando proyectos pequeños que se cumplan dentro de la comunidad misma en la que se asienten los supermercados.

BIBLIOGRAFIA

- LASETER Timothy M. Alianzas, ESTRATÉGICAS CON PROVEEDORES, Grupo Editorial Norma, 2000
- OCÉANO CENTRUM, ENCICLOPEDIA PRÁCTICA DE LA PYME, Océano Grupo Editorial, 1998.
- NASH Edward L., MERCADOTECNIA DIRECTA, Tomo I-II-III. Editorial McGraw-Hill, 1989.
- TOMÁS Alfaro, EL MARKETING COMO ARMA COMPETITIVA, Editorial McGraw-Hill, 1992.
- NASSIR Sapag Chain, PREPARACIÓN Y EVALUACIÓN DE PROYECTOS, Editorial McGraw-Hill, 1995.
- PFEFFER Jeffrey, LA ECUACIÓN HUMANA, Ediciones Gestión 2000, 1998.
- CULTURAL DE EDICIONES, DIRECCIÓN DEL MARKETING Y VENTAS, Tomo I-II-III, Cultural de Ediciones, 1998.

Anexo 1

Encuesta al Consumidor



OBJETIVO.- Reflejar los hábitos de compra y el consumo real de alimentos básicos en su hogar. Razón por la que le pedimos sinceridad y claridad en sus respuestas. Agradecemos de antemano su colaboración.

Fecha:

Dirección:

Barrio:

Ciudad:

1. ¿Cuántas personas viven con usted?

.....
.

2. ¿Cuántas de ellas trabajan?

.....
.

3. ¿Qué Cargo desempeña en el trabajo?

.....
.

4. ¿En cual de los siguientes rangos se ubican los ingresos de su familia?

- a. Menor a 100 USD
- b. De 101 a 200 USD
- c. De 201 a 300 USD
- d. De 301 a 400 USD
- e. De 401 a 500 USD
- f. Mayor de 500 USD

5. ¿Qué cantidad de dinero destina su familia a la compra de alimentos?

.....
.

6. ¿Con que frecuencia realiza sus compras de alimentos?

- a. Diario
- b. Semanal
- c. Quincenal
- d. Mensual



7. ¿Qué cantidad de dinero destina su familia a la compra de artículos de limpieza y/o aseo personal?

.....

8. ¿Con que frecuencia realiza sus compras de artículos de limpieza y/o aseo personal?

- a. Diario
- b. Semanal
- c. Quincenal
- d. Mensual

9. ¿Qué productos compra diariamente su familia?

- a. Pan
- b. Leche
- c. Huevos
- d. Cigarrillos
- e. Arroz
- f. Café
- g. Carnes Rojas
- h. Carnes Blancas
- i. Hortalizas y Verduras
- j. Frutas
- k. Embutidos
- l. Otros

10. ¿En que tipo de establecimiento comercial realiza sus compras de alimentos y artículos de limpieza?

- a. Mayoristas de la Ciudad
- b. Tienda de su Barrio
- c. Plazas y Mercados
- d. Supermercados

Cual:

..

11. ¿Por qué prefiere estos establecimientos?



- a. Precio
- b. Cercanía
- c. Surtido
- d. Atención
- e. Calidad
- f. Otros:

12. ¿Esta satisfecho con su actual fuente de abastecimiento?

- a. Si
- b. No
- Porque:

13. ¿Qué características exige Usted en los productos que compra?

- a. Productos Orgánicos
- b. Presentación
- c. Empaque
- d. Cantidad
- e. Calidad
- f. Precio
- g. Registro sanitario
- h. Fecha de caducidad
- i. Procedencia
- j. Otros:

14. ¿Qué características prefiere Usted del local donde realiza sus compras?

- a. Aseo
- b. Servicio a Domicilio
- c. Cercano a su Casa
- d. Atención personalizada
- e. Amplio Surtido
- f. Productos frescos
- g. Parqueadero
- h. Transporte Gratuito
- i. Espacios Recreativos
- j. Precios bajos
- k. Precios acordes a la calidad de los productos
- l. Otros:

Anexo 2

Listado de Productores - Proveedores

Listado de Productores Agrícolas

| Apellidos | Nombre | C.I. | sector | Cuadras |
|--------------------|-------------------|-------------|-----------------------|---------|
| Apo | Luis | 180147805-6 | San José Las Queseras | 4 |
| Chifla Quispe | Luis David | 180211690-7 | San José Las Queseras | 2 |
| Escobar | Juan Gerónimo | 180026819-3 | San José Las Queseras | 2 |
| Guachambala | María Teresa | 180026655-1 | San José Las Queseras | 1 |
| Martínez | Segundo Salvador | 180188270-3 | San José Las Queseras | 2 |
| Ruiz Trujillo | Manuel María | 180028521-3 | San José Las Queseras | 8 |
| Quispe Iza | Rosa Elena | 180085581-7 | San José Las Queseras | 6 |
| Ruiz Aman | Hilda Efenia | 180286093-0 | San José Las Queseras | 0,5 |
| Cardenas Arcos | Nelson Leonardo | 18019103-3 | Panguilí | 11 |
| Cunalata Palate | Nicolas | 180195506-0 | Panguilí | 2 |
| Manobanda Cunalata | Juan Jacinto | 180279238-0 | Panguilí | 0,5 |
| Manobanda Ichina | Segundo Jacinto | 180101647-6 | Panguilí | 1 |
| Peréz | César Humberto | 180027925-7 | Panguilí | 12 |
| Guacchabala Zurita | Aida Hortencia | 180028495-0 | Mucubi | 3 |
| Ruiz | Luis Solano | 180203653-1 | Mucubi | 1 |
| Guerrero Guerrero | Ciro Ramón | 090099681-0 | Mucubi | 0,5 |
| Acosta Ruiz | Ernesto | 180152246-5 | Chantapamba | 3 |
| Sánchez | Fanny Leonila | 180170610-0 | Chantapamba | 3 |
| Rojas Pineda | Celia Marina | 180167476-1 | Cotalo | 1,5 |
| Cuji Medina | Rafael antonio | 180098659-6 | Cotalo | 1 |
| Escobar Rodriguez | Segundo | 180027505-7 | Cotalo | 1 |
| Guaman Guevara | Bertila Enriqueta | 180152167-3 | Cotalo | 4 |
| Guevara | Luis Polivio | 180026838-3 | Cotalo | 2 |
| Ojeda Veloz | Antonio Florencio | 180172093-7 | Cotalo | 4 |
| Peréz | Carlos Frabcisco | 180212687-8 | Cotalo | 1 |
| Rosero Marino | José Ricardo | 180027512-3 | Cotalo | 4 |
| Ruiz Trujillo | José Ernesto | 180122010-2 | Cotalo | 1 |
| Escobar | Luis Rodolfo | 180007219-9 | Laurel Pamba | 5 |
| Rodríguez Paredes | Juan David | 180058882-2 | Laurel Pamba | 5 |
| Sanchez Ortega | Romulo Bolívar | 100200603-9 | Laurel Pamba | 1 |
| Trujillo | Angel maria | 180026659-3 | Laurel Pamba | 4 |
| Guaman Acosta | Luis Alberto | 180114311-4 | Pillate | 7 |
| Morales Sanchez | Ulpiano Ramiro | 180256447-4 | Pillate | 5 |
| Rosero Meneses | Blanca Dorila | 180102054-4 | Pillate | 10 |
| Ojeda Veloz | Delia Marina | 180027522-2 | Pillate | 5 |
| Ojeda Veloz | Rodrigo Hernan | 180134040-5 | Pillate | 4 |
| Rosero Miranda | Gladis Corina | 180242644-0 | Pillate | 5 |
| Ojeda | Aurora Hilda | 060137215-4 | Pillate | 7 |
| Turushina Chango | María Adelaida | 180290209-6 | San Juan | 1 |
| Bastidas | Pedro Juan | 160007696-0 | San Juan | 8 |
| Gavilanes | Rosavindo | 180027721-0 | San Juan | 8 |
| Gavilanes | Lupe Estela | 180240851-5 | San Juan | 1 |
| Ruiz | Carlos Olivero | 180176232-6 | San Juan | 1 |
| Chango Guato | José Manuel | 180027482-9 | San Juan | 6 |
| Bastidas Villegas | Luis Eduardo | 160026611-4 | San Juan | 3,5 |
| Mazaquiza | Irma Marina | 180282255-9 | Peraspamba | 5 |
| Masaquiza | María | 180161781-0 | Peraspamba | 2 |

Listado de Productores Agrícolas

| Apellidos | Nombres | C.I. | Sector | Cuadras |
|----------------------|--------------------|--------------|------------------------------|---------|
| Almachi Tapia | Luis Alberto | 05-0153160-2 | Saquisilí | 2.0 |
| Anchatuña Cando | Luis Byron | 05-0207396-8 | Sigsicalle Sur | 4.0 |
| Cela Moreno | Luis Anibal | 05-0219403-8 | Latacunga San Buena Ventura | 1.5 |
| Cueva | Eduardo Renzo | 05-0092464-2 | Latacunga San Juan | 1.0 |
| Cajamarca Chanatasig | Gonzalo Fausto | 05-0196704-6 | San Martín | 1.0 |
| Chinchuña Ambato | José Rubén | 05-0202785-7 | Pastocalle Barrio Mido | 1.0 |
| Egas Anangonó | Oswaldo Jorge | 17-0964205-0 | Latacunga sector del Niágara | 1.0 |
| Egas Tatis | Nestor Elias | 17-1499060-1 | Latacunga sector del niágara | 1.0 |
| German Pila | Carmen Amelia | 05-0204712-9 | Pastocalle | 1.0 |
| Gomez Armijos | Eriberto Jovany | 07-0341841-8 | Latacunga sector del niágara | 2.5 |
| Guayta Guayta | Mónica Patricia | 05-0220370-6 | San Sebastián - Guytacama | 1.5 |
| Intriago Salvatierra | Carlos Solin | 13-0556445-0 | Patoa | 3.0 |
| Iza Yugcha | William Ramiro | 05-0235650-4 | Guaytacama | 2.0 |
| Jirón Tenesaca | Walter Norman | 07-0355158-0 | Molinos | 5.5 |
| Lagla Vasquez | Luis Fernando | 05-0150680-2 | Alfaro | 3.0 |
| López | Luis Gerardo | 17-0727679-4 | Latacunga Sector el niágara | 5.0 |
| López Jacho | Orlando Victoriano | 05-0222406-6 | Río Blanco Alto | 3.0 |
| Caiza Caiza | Jorge Olmedo | 05-0103956-4 | Lasso | 2.5 |
| Chuquitarco Lagla | César Alonso | 05-0124849-6 | Saquisilí | 1.0 |
| Cueva Ortiz | Juan Carlos | 05-0201819-5 | Tanicuchi | 0.5 |
| Dalgo Bastidas | Beli Dubalier | 17-1389825-0 | Latacunga Sector del Niágara | 5.0 |
| Gamboy Gamboy | Edison Geovanny | 17-1429286-7 | La Calera | 2.5 |
| Malán Padilla | Juan Carlos | 05-0216952-7 | San Martin | 4.0 |
| Marcalla Yanchapaxi | Jaime | 05-0155977-7 | Pastocalle | 3.5 |
| Mejía García | Edwin Reymundo | 13-0982527-9 | Rio Blanco Bajo | 1.0 |
| Mesa Barahona | Pedro Reynaldo | 05-0233886-6 | Mulalo | 2.0 |
| Mina Tates | Luis Anibal | 17-1423386-1 | Mulalillo | 2.5 |
| Molina Sandoval | Angel Ramiro | 05-0133635-8 | Ignacio Flores | 3.5 |
| Muso Barrionuevo | Carlos Manuel | 05-0237513-2 | Belisario Quevedo | 1.0 |
| Rivera López | José Ricardo | 05-0227943-3 | Rumipamba de las Rosas | 6.0 |
| Salazar Claudio | Nelly Margoth | 05-0193263-6 | Belisario Quevedo | 4.5 |
| Perez Analuisa | Jorge Geovanny | 05-0226752-9 | Boliche | 2.0 |
| Pilatuña Bastidas | Byron Rodrigo | 05-0188910-9 | Salcedo | 3.0 |
| Salvatierra Cedeño | Victor Fabricio | 13-0822396-3 | Alaquez | 2.5 |
| Sánchez Jimenez | Rafael Antonio | 05-0151488-9 | Mulalillo | 1.0 |
| Santo Remache | Klever Neptlí | 05-0217824-7 | Pastocalle | 2.0 |
| Santo Muso | César Augusto | 05-0153911-8 | Alaquez | 4.0 |
| Sivinta Guayta | Edwin Fabián | 05-0236069-6 | Tanicuchi | 4.5 |
| Tigasi Chicaiza | Segundo Serafin | 05-0183078-0 | Rio Blanco Bajo | 1.0 |
| Tipan Chancusig | Xavier Francisco | 05-0241939-3 | Pastocalle | 2.0 |
| Toapanta Analuisa | Edgar Gonzalo | 05-0259705-7 | San Juan de Pastocalle | 2.5 |
| Toaquiza Viracocha | Carlos Javier | 05-0196133-8 | Pastocalle | 3.5 |
| Vargas Toapanta | Euclides José | 05-0160282-5 | San Juan | 1.0 |
| Villarroel Bastidas | José Vicente | 05-0214237-5 | Maldonado Toledo | 1.5 |

Anexo 3

Listado de Precios Productor - Consumidor

| LISTADO DE PRECIOS | | | |
|---|-----------------|---------------------|-----------------------|
| PRODUCTOS | Unidades | AL PRODUCTOR | DEL CONSUMIDOR |
| FRUTAS | | | |
| Babaco | Unidades | 0.30 | 0.50 |
| Banano | racimo | 0.15 | 0.35 |
| Frutilla | Kg | 0.70 | 1.00 |
| Guayaba | Kg | 0.60 | 1.00 |
| Limón | Kg | 0.40 | 0.50 |
| Mandarina | Unidades | 0.03 | 0.04 |
| Manzana | Kg | 0.62 | 0.70 |
| Maracuya | Kg | 0.60 | 1.00 |
| Melón | Unidades | 0.25 | 0.60 |
| Mora | Kg | 0.70 | 1.00 |
| Naranja | Kg | 0.25 | 1.00 |
| Naranja | Kg | 0.50 | 0.70 |
| Papaya | Unidades | 0.16 | 0.25 |
| Pera | Kg | 0.35 | 1.00 |
| Piña | Unidades | 0.35 | 0.50 |
| Platano | racimo | 0.40 | 1.00 |
| Platano verde | racimo | 0.40 | 1.00 |
| Tamarindo | Kg | 0.50 | 1.00 |
| Tomate de árbol | Kg | 0.70 | 1.25 |
| Uvas | Kg | 0.70 | 1.00 |
| HORTALIZAS VERDURAS Y TUBERCULOS | | | |
| Acelga | porciones | 0.15 | 0.20 |
| Berro | porciones | 0.10 | 0.25 |
| Cebolla blanca | atados | 0.40 | 0.60 |
| Cebolla perla | atados | 0.45 | 0.60 |
| Col | Unidades | 0.15 | 0.25 |
| Hierba sal/dulce | atados | 0.10 | 0.25 |
| Lechuga | Unidades | 0.15 | 0.20 |
| Nabo | porciones | 0.10 | 0.15 |
| Papa Nabo | porciones | 0.15 | 0.20 |
| Papas | Kg | 0.30 | 0.50 |
| Pimiento | Kg | 0.25 | 1.00 |
| Rabanos | porciones | 0.15 | 0.20 |

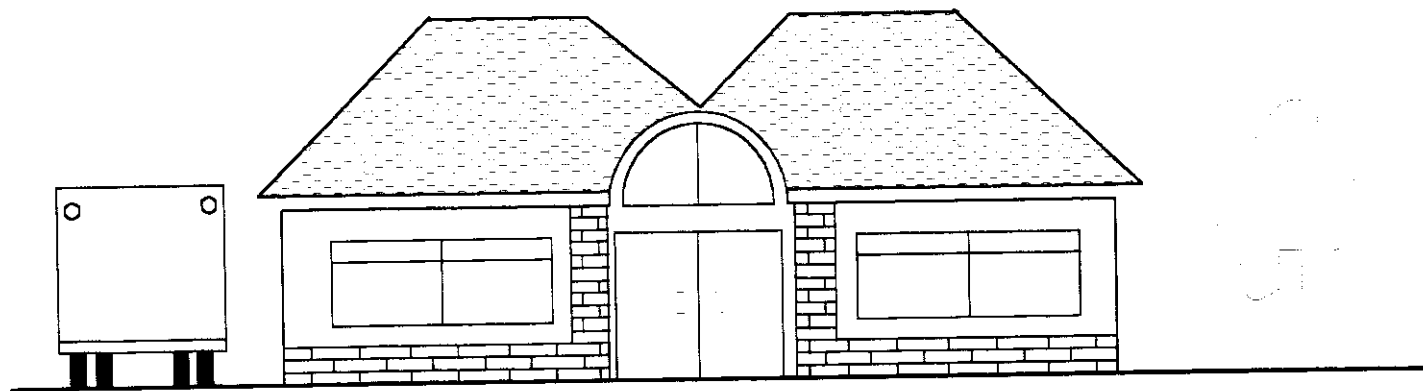
| LISTADO DE PRECIOS | | | |
|--------------------|-----------|-----------|------------|
| PRODUCTOS | Unidades | AL | DEL |
| | | PRODUCTOR | CONSUMIDOR |
| Remolacha | porciones | 0.15 | 0.20 |
| Tomate riñon | Kg | 0.60 | 1.00 |
| Vainita | porciones | 0.50 | 0.70 |
| Yuca | Kg | 0.30 | 0.40 |
| Zanahoria | porciones | 0.18 | 0.70 |
| | | | |
| GRANOS | | | |
| | | | |
| Alverja | Kg | 1.00 | 1.80 |
| Arrocillo | Kg | 0.30 | 0.50 |
| Arroz | Kg | 0.40 | 0.60 |
| Arroz de cebada | Kg | 0.30 | 0.50 |
| Azucar | Kg | 0.40 | 0.60 |
| Canguil | Kg | 0.80 | 0.80 |
| Chocho | Kg | 0.32 | 0.40 |
| Choclo | Unidades | 0.10 | 0.15 |
| Frejol | Kg | 0.30 | 0.60 |
| Habas | Kg | 0.30 | 0.60 |
| Lentejón | Kg | 0.56 | 0.70 |
| Maiz | Kg | 0.96 | 1.20 |
| Mani | Kg | 0.36 | 0.45 |
| Morocho partido | Kg | 0.16 | 0.20 |
| Mote | Kg | 1.20 | 1.50 |
| Quinua | Kg | 1.60 | 2.00 |
| | | | |
| HARINAS | | HARINAS | HARINAS |
| | | | |
| Avena | Kg | 0.57 | 0.65 |
| De Alverja | Kg | 0.61 | 0.70 |
| De Castilla | Kg | 0.61 | 0.70 |
| De Haba | Kg | 0.61 | 0.70 |
| De habilla | Kg | 0.57 | 0.65 |
| Machica | Kg | 0.43 | 0.50 |
| Maicena | Kg | 0.61 | 0.70 |
| | | | |

| LISTADO DE PRECIOS | | | |
|-----------------------------|----------|-----------|------------|
| PRODUCTOS | Unidades | AL | DEL |
| | | PRODUCTOR | CONSUMIDOR |
| CARNE LECHE Y HUEVOS | | | |
| Carne Res | Kg | 2.17 | 2.50 |
| Hueso Res | Kg | 1.91 | 2.20 |
| Huevos | Unidades | 0.05 | 0.06 |
| Pescado | Kg | 1.74 | 2.00 |
| Pollo | Kg | 2.17 | 2.50 |
| Queso | Unidades | 1.04 | 1.20 |
| Mantequilla | Kg | 2.17 | 2.50 |
| Leche | litros | 0.43 | 0.50 |
| ALIMENTOS PROCESADOS | | | |
| Aceite | Unidades | 0.91 | 1.00 |
| Aliños | Unidades | 0.09 | 0.10 |
| Atún | Unidades | 0.59 | 0.65 |
| Café | Kg | 7.27 | 8.00 |
| Caramelos | Kg | 0.91 | 1.00 |
| Cocoa | Kg | 1.49 | 1.64 |
| Embutidos | Kg | 2.18 | 2.40 |
| Fideos | Kg | 0.44 | 0.48 |
| Gelatina | Kg | 0.64 | 0.70 |
| Jugos en polvo | Unidades | 0.32 | 0.35 |
| Manteca | Kg | 1.09 | 1.20 |
| Mermeladas | Unidades | 0.91 | 1.00 |
| Pan | Unidades | 0.05 | 0.05 |
| Sal | Kg | 0.36 | 0.40 |
| Salsa de Tomate | Unidades | 1.09 | 1.20 |
| Sardina | Unidades | 1.00 | 1.10 |
| Té | Unidades | 0.05 | 0.06 |

| LISTADO DE PRECIOS | | | |
|---------------------------|-----------------|-------------------------|---------------------------|
| PRODUCTOS | Unidades | AL PRODUCTOR | DEL CONSUMIDOR |
| OTROS | | | |
| Cepillo dental | Unidades | 0.36 | 0.40 |
| Detergente | Kg | 1.45 | 1.60 |
| Fosforos (10's) | paquetes | 0.55 | 0.60 |
| Jabón de lavar | Unidades | 0.16 | 0.18 |
| Jabón de tocador | Unidades | 0.27 | 0.30 |
| Papel higienico | Unidades | 0.18 | 0.20 |
| Pasta dental | Unidades | 1.39 | 1.53 |
| Toallas Sanitarias | Unidades | 0.91 | 1.00 |
| Pinoclin | Lt | 1.73 | 1.90 |
| Lavaplatos | 500 gr | 1.64 | 1.80 |
| Estropajos | Unidades | 0.45 | 0.50 |
| Lustre pisos | Unidades | 0.55 | 0.60 |
| Afeitadoras | Unidades | 0.55 | 0.60 |
| Trapeadores | Unidades | 2.73 | 3.00 |
| Crema para piel | Unidades | 0.91 | 1.00 |
| Escobas | Unidades | 1.64 | 1.80 |
| | | | |

Anexo 4

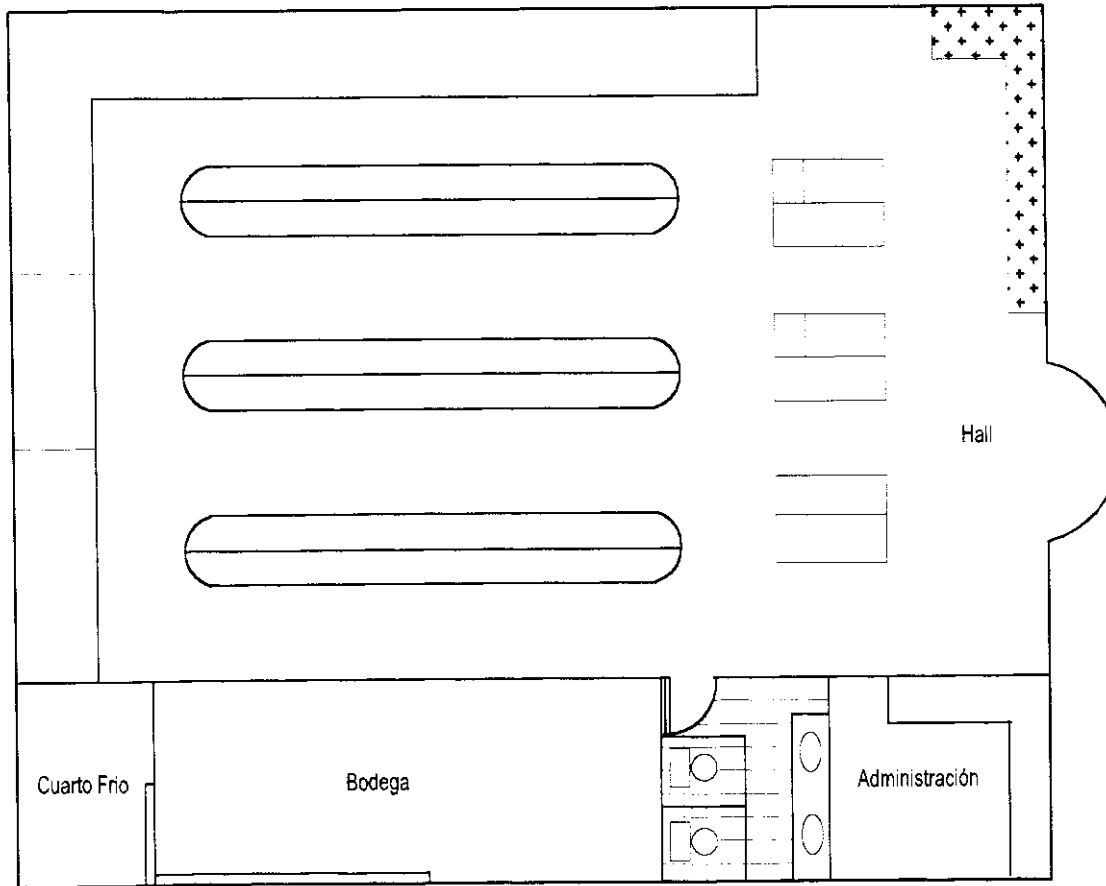
Estructura Física y Disposición en Planta



Fachada Principal

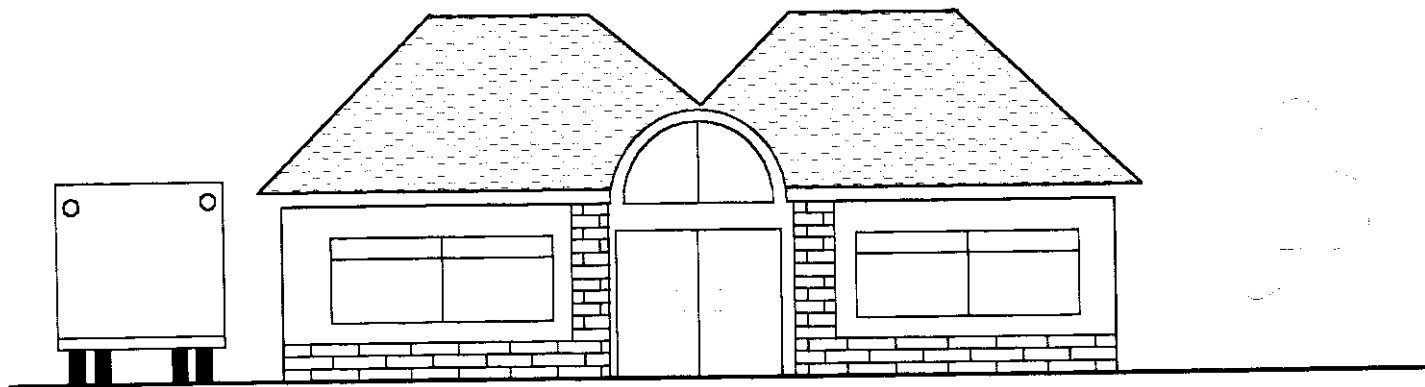
| | |
|--------------------|---------------------|
| Proyecto La Tienda | |
| Sucursal Ambato | |
| Fachada | Lámina 2/2 |
| Escala: | Fecha: febrero 2002 |

20.00



15.00

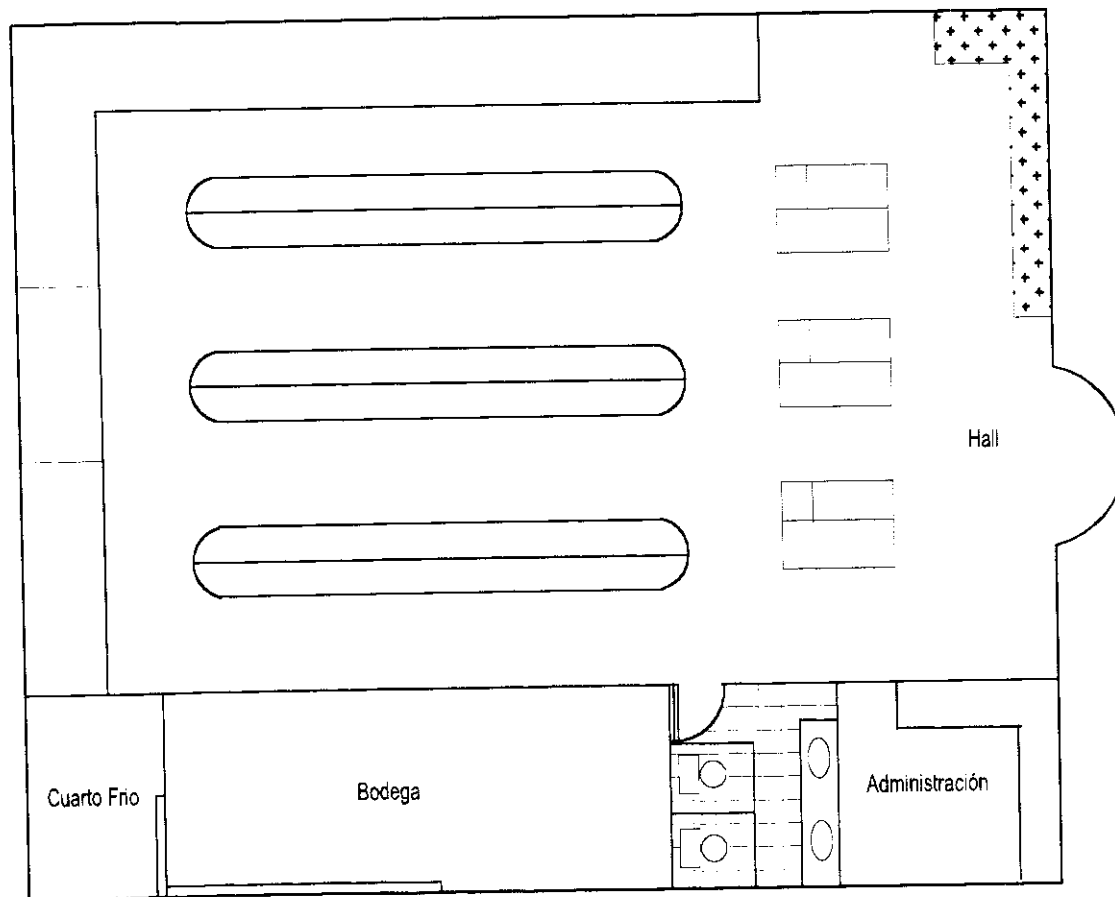
| | |
|-----------------------|---------------------|
| Proyecto La Tienda | |
| Sucursal Ambato | |
| Planta arquitectónica | Lámina 1/2 |
| Escala 1 :20 | Fecha: febrero 2002 |



Fachada Principal

| | |
|--------------------|---------------------|
| Proyecto La Tienda | |
| Sucursal Latacunga | |
| Fachada | Lámina 2/2 |
| Escala: | Fecha: febrero 2002 |

20.00



15.00

Proyecto La Tienda

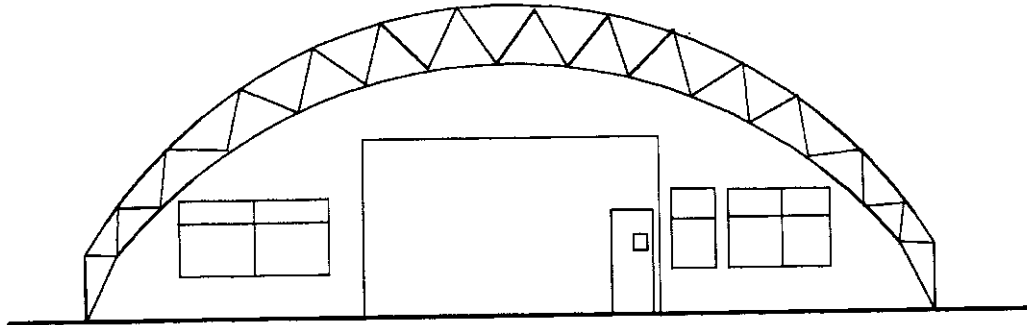
Sucursal Latacunga

Planta arquitectónica

Lámina 1/2

Escala 1:20

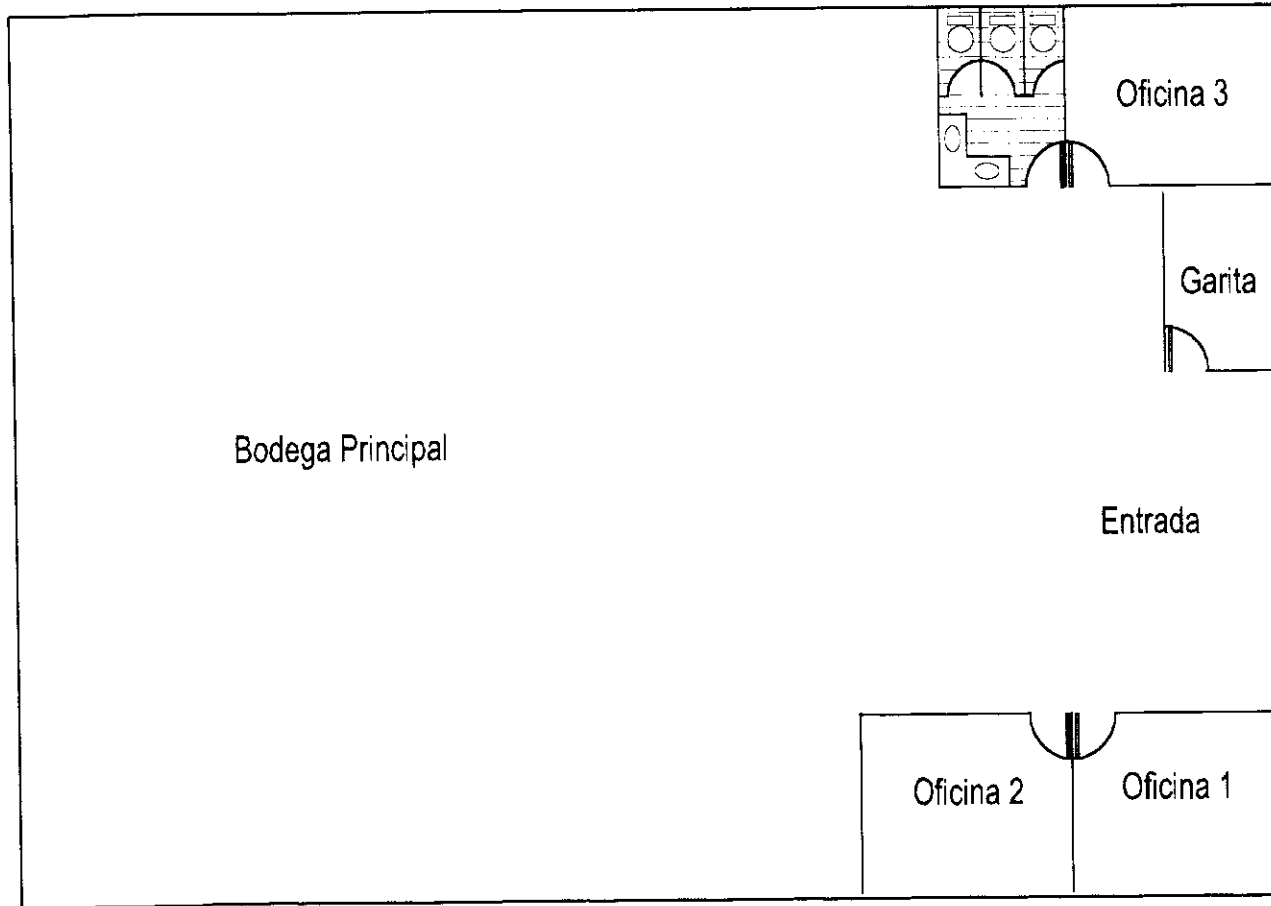
Fecha: febrero 2002



Fachada Principal

| | |
|--------------------|---------------------|
| Proyecto La Tienda | |
| Centro de Acopio | |
| Fachada | Lám na 1/2 |
| Escala | Fecha: febrero 2002 |

30.00



7.50
20.00

| | |
|--------------------|---------------------|
| Proyecto La Tienda | |
| Centro de Acopio | |
| Fachada | Lámina 1/2 |
| Escala: | Fecha: febrero 2002 |

Anexo 5

Tabla de Amortización del Financiamiento Bancario

TABLA DE AMORTIZACION

| | | | |
|-------------------------|----------------------|-----------------------|------------------|
| Capital Inicial: | S/ 807,387.27 | Fecha Préstamo | 01-Ene-02 |
| Tasa de Interés: | 16.00% | Número Cuotas: | 12 |
| Dividendo : | S/ 107,136.27 | Periodicidad : | 2 |

| Cuota | Valor Inicial | Tasa | Interés | Capital Cuota | Dividendo |
|-------|---------------|------|----------------------|----------------------|------------------------|
| 1 | \$ 807,387.27 | 16% | \$ 64,590.98 | \$ 42,545.29 | S/ 107,136.27 |
| 2 | \$ 764,841.98 | 16% | \$ 61,187.36 | \$ 45,948.91 | S/ 107,136.27 |
| 3 | \$ 718,893.08 | 16% | \$ 57,511.45 | \$ 49,624.82 | S/ 107,136.27 |
| 4 | \$ 669,268.25 | 16% | \$ 53,541.46 | \$ 53,594.81 | S/ 107,136.27 |
| 5 | \$ 615,673.45 | 16% | \$ 49,253.88 | \$ 57,882.39 | S/ 107,136.27 |
| 6 | \$ 557,791.06 | 16% | \$ 44,623.28 | \$ 62,512.98 | S/ 107,136.27 |
| 7 | \$ 495,278.07 | 16% | \$ 39,622.25 | \$ 67,514.02 | S/ 107,136.27 |
| 8 | \$ 427,764.05 | 16% | \$ 34,221.12 | \$ 72,915.14 | S/ 107,136.27 |
| 9 | \$ 354,848.91 | 16% | \$ 28,387.91 | \$ 78,748.35 | S/ 107,136.27 |
| 10 | \$ 276,100.55 | 16% | \$ 22,088.04 | \$ 85,048.22 | S/ 107,136.27 |
| 11 | \$ 191,052.33 | 16% | \$ 15,284.19 | \$ 91,852.08 | S/ 107,136.27 |
| 12 | \$ 99,200.25 | 16% | \$ 7,936.02 | \$ 99,200.25 | S/ 107,136.27 |
| | | | \$ 478,247.94 | \$ 807,387.27 | S/ 1,285,635.21 |

Anexo 6

Proyección de la Demanda Total

DEMANDA DEL AÑO 1

| PRODUCTOS | DEMANDA MENSUAL | DEMANDA TOTAL | | ESCENARIO PESIMISTA | | ESCENARIO CONSERVADOR | | ESCENARIO OPTIMISTA | | |
|--------------------------------------|-----------------|---|-----------|---------------------|-----------|-----------------------|-----------|---------------------|-----------|-----------|
| | | FAMILIAR | LATACUNGA | AMBATO | LATACUNGA | AMBATO | LATACUNGA | AMBATO | LATACUNGA | AMBATO |
| | | | 13,125 | 29,058 | 6.0% | 6.0% | 6.0% | 6.0% | 6.0% | 6.0% |
| FRUTAS | | FRUTAS | | | | | | | | |
| Babaco | Unidades | 2.80 | 441,008 | 976,362 | 26,461 | 58,582 | 26,461 | 58,582 | 26,461 | 58,582 |
| Banano | racimo | 4.40 | 693,013 | 1,534,283 | 41,581 | 92,057 | 41,581 | 92,057 | 41,581 | 92,057 |
| Frutilla | Kg | 0.68 | 107,388 | 237,750 | 6,443 | 14,265 | 6,443 | 14,265 | 6,443 | 14,265 |
| Guayaba | Kg | 1.77 | 279,210 | 618,151 | 16,753 | 37,089 | 16,753 | 37,089 | 16,753 | 37,089 |
| Limón | Kg | 1.36 | 214,777 | 475,501 | 12,887 | 28,530 | 12,887 | 28,530 | 12,887 | 28,530 |
| Mandarina | Unidades | 25.00 | 3,937,575 | 8,717,516 | 236,255 | 523,051 | 236,255 | 523,051 | 236,255 | 523,051 |
| Manzana | Kg | 1.05 | 164,662 | 364,551 | 9,880 | 21,873 | 9,880 | 21,873 | 9,880 | 21,873 |
| Maracuya | Kg | 0.77 | 121,707 | 269,450 | 7,302 | 16,167 | 7,302 | 16,167 | 7,302 | 16,167 |
| Melón | Unidades | 1.20 | 189,004 | 418,441 | 11,340 | 25,106 | 11,340 | 25,106 | 11,340 | 25,106 |
| Mora | Kg | 1.36 | 214,777 | 475,501 | 12,887 | 28,530 | 12,887 | 28,530 | 12,887 | 28,530 |
| Naranja | Kg | 5.70 | 897,767 | 1,987,594 | 53,866 | 119,256 | 53,866 | 119,256 | 53,866 | 119,256 |
| NaranjaJilla | Kg | 1.77 | 279,210 | 618,151 | 16,753 | 37,089 | 16,753 | 37,089 | 16,753 | 37,089 |
| Papaya | Unidades | 2.00 | 315,006 | 697,401 | 18,900 | 41,844 | 18,900 | 41,844 | 18,900 | 41,844 |
| Pera | Kg | 0.91 | 143,185 | 317,001 | 8,591 | 19,020 | 8,591 | 19,020 | 8,591 | 19,020 |
| Piña | Unidades | 2.00 | 315,006 | 697,401 | 18,900 | 41,844 | 18,900 | 41,844 | 18,900 | 41,844 |
| Platano | racimo | 4.40 | 693,013 | 1,534,283 | 41,581 | 92,057 | 41,581 | 92,057 | 41,581 | 92,057 |
| Platano verde | racimo | 4.90 | 771,765 | 1,708,633 | 46,306 | 102,518 | 46,306 | 102,518 | 46,306 | 102,518 |
| Tamarindo | Kg | 0.45 | 71,592 | 158,500 | 4,296 | 9,510 | 4,296 | 9,510 | 4,296 | 9,510 |
| Tomate de árbol | Kg | 3.27 | 515,464 | 1,141,202 | 30,928 | 68,472 | 30,928 | 68,472 | 30,928 | 68,472 |
| Uvas | Kg | 1.59 | 250,573 | 554,751 | 15,034 | 33,285 | 15,034 | 33,285 | 15,034 | 33,285 |
| TALIZAS VERDURAS Y TUBERCULOS | | HORTALIZAS VERDURAS Y TUBERCULOS | | | | | | | | |
| Acelga | porciones | 3.20 | 504,010 | 1,115,842 | 30,241 | 66,951 | 30,241 | 66,951 | 30,241 | 66,951 |
| Berro | porciones | 1.30 | 204,754 | 453,311 | 12,285 | 27,199 | 12,285 | 27,199 | 12,285 | 27,199 |
| Cebolla blanca | atados | 3.80 | 598,511 | 1,325,062 | 35,911 | 79,504 | 35,911 | 79,504 | 35,911 | 79,504 |
| Cebolla perla | atados | 3.70 | 582,761 | 1,290,192 | 34,966 | 77,412 | 34,966 | 77,412 | 34,966 | 77,412 |
| Col | Unidades | 2.10 | 330,756 | 732,271 | 18,845 | 43,936 | 18,845 | 43,936 | 18,845 | 43,936 |
| Hierba sal/dulce | atados | 3.20 | 504,010 | 1,115,842 | 30,241 | 66,951 | 30,241 | 66,951 | 30,241 | 66,951 |
| Lechuga | Unidades | 3.00 | 472,509 | 1,046,102 | 28,351 | 62,766 | 28,351 | 62,766 | 28,351 | 62,766 |
| Nabo | porciones | 0.60 | 94,502 | 209,220 | 5,670 | 12,553 | 5,670 | 12,553 | 5,670 | 12,553 |
| Papa Nabo | porciones | 0.60 | 94,502 | 209,220 | 5,670 | 12,553 | 5,670 | 12,553 | 5,670 | 12,553 |
| Papas | Kg | 50.00 | 7,875,150 | 17,435,032 | 472,509 | 1,046,102 | 472,509 | 1,046,102 | 472,509 | 1,046,102 |
| Pimiento | Kg | 1.55 | 244,130 | 540,486 | 14,648 | 32,429 | 14,648 | 32,429 | 14,648 | 32,429 |
| Rabanos | porciones | 0.75 | 118,127 | 261,525 | 7,088 | 15,692 | 7,088 | 15,692 | 7,088 | 15,692 |
| Remolacha | porciones | 0.85 | 133,878 | 296,396 | 8,033 | 17,784 | 8,033 | 17,784 | 8,033 | 17,784 |
| Tomate riñon | Kg | 7.43 | 1,170,247 | 2,590,846 | 70,215 | 155,451 | 70,215 | 155,451 | 70,215 | 155,451 |
| Vainita | porciones | 3.50 | 551,261 | 1,220,452 | 33,076 | 73,227 | 33,076 | 73,227 | 33,076 | 73,227 |
| Yuca | Kg | 0.96 | 151,203 | 334,753 | 9,072 | 20,085 | 9,072 | 20,085 | 9,072 | 20,085 |
| Zanahoria | porciones | 1.09 | 171,678 | 380,084 | 10,301 | 22,805 | 10,301 | 22,805 | 10,301 | 22,805 |

DEMANDA DEL AÑO 1

| PRODUCTOS | DEMANDA MENSUAL | DEMANDA TOTAL | | ESCENARIO PESIMISTA | | ESCENARIO CONSERVADOR | | ESCENARIO OPTIMISTA | | |
|-----------------------------|-----------------|-----------------------------|-----------|---------------------|-----------|-----------------------|-----------|---------------------|-----------|---------|
| | | FAMILIAR | LATACUNGA | AMBATO | LATACUNGA | AMBATO | LATACUNGA | AMBATO | LATACUNGA | AMBATO |
| | | | 13,125 | 29,058 | 6.0% | 6.0% | 6.0% | 6.0% | 6.0% | 6.0% |
| GRANOS | | GRANOS | | | | | | | | |
| Alverja | Kg | 2.62 | 412,658 | 913,596 | 24,759 | 54,816 | 24,759 | 54,816 | 24,759 | 54,816 |
| Arrocillo | Kg | 0.36 | 56,701 | 125,532 | 3,402 | 7,532 | 3,402 | 7,532 | 3,402 | 7,532 |
| Arroz | Kg | 17.73 | 2,792,528 | 6,182,462 | 167,552 | 370,948 | 167,552 | 370,948 | 167,552 | 370,948 |
| Arroz de cebada | Kg | 1.36 | 214,204 | 474,233 | 12,852 | 28,454 | 12,852 | 28,454 | 12,852 | 28,454 |
| Azucar | Kg | 8.18 | 1,288,375 | 2,852,371 | 77,302 | 171,142 | 77,302 | 171,142 | 77,302 | 171,142 |
| Canguil | Kg | 1.71 | 269,330 | 596,278 | 16,160 | 35,777 | 16,160 | 35,777 | 16,160 | 35,777 |
| Chocho | Kg | 1.34 | 211,054 | 467,259 | 12,663 | 28,036 | 12,663 | 28,036 | 12,663 | 28,036 |
| Chocio | Unidades | 18.00 | 2,835,054 | 6,276,612 | 170,103 | 376,597 | 170,103 | 376,597 | 170,103 | 376,597 |
| Frejol | Kg | 2.99 | 470,934 | 1,042,615 | 28,256 | 62,557 | 28,256 | 62,557 | 28,256 | 62,557 |
| Habas | Kg | 3.04 | 478,809 | 1,060,050 | 28,729 | 63,603 | 28,729 | 63,603 | 28,729 | 63,603 |
| Lentejón | Kg | 0.97 | 152,776 | 338,240 | 9,167 | 20,294 | 9,167 | 20,294 | 9,167 | 20,294 |
| Maiz | Kg | 0.60 | 94,502 | 209,220 | 5,670 | 12,553 | 5,670 | 12,553 | 5,670 | 12,553 |
| Mani | Kg | 1.23 | 193,729 | 428,902 | 11,624 | 25,734 | 11,624 | 25,734 | 11,624 | 25,734 |
| Morocho partido | Kg | 1.06 | 166,953 | 369,623 | 10,017 | 22,177 | 10,017 | 22,177 | 10,017 | 22,177 |
| Mote | Kg | 0.77 | 121,277 | 268,499 | 7,277 | 16,110 | 7,277 | 16,110 | 7,277 | 16,110 |
| Quinua | Kg | 0.55 | 86,627 | 191,785 | 5,198 | 11,507 | 5,198 | 11,507 | 5,198 | 11,507 |
| HARINAS | | HARINAS | | | | | | | | |
| Avena | Kg | 1.21 | 190,579 | 421,928 | 11,435 | 25,316 | 11,435 | 25,316 | 11,435 | 25,316 |
| De Alverja | Kg | 0.64 | 100,802 | 223,168 | 6,048 | 13,390 | 6,048 | 13,390 | 6,048 | 13,390 |
| De Castilla | Kg | 2.67 | 420,533 | 931,031 | 25,232 | 55,862 | 25,232 | 55,862 | 25,232 | 55,862 |
| De Haba | Kg | 1.15 | 181,128 | 401,006 | 10,868 | 24,060 | 10,868 | 24,060 | 10,868 | 24,060 |
| De habilla | Kg | 0.49 | 77,176 | 170,863 | 4,631 | 10,252 | 4,631 | 10,252 | 4,631 | 10,252 |
| Machica | Kg | 1.71 | 269,330 | 596,278 | 16,160 | 35,777 | 16,160 | 35,777 | 16,160 | 35,777 |
| Maicena | Kg | 0.94 | 148,053 | 327,779 | 8,883 | 19,667 | 8,883 | 19,667 | 8,883 | 19,667 |
| CARNE LECHE Y HUEVOS | | CARNE LECHE Y HUEVOS | | | | | | | | |
| Came Res | Kg | 2.90 | 456,759 | 1,011,232 | 27,406 | 60,674 | 27,406 | 60,674 | 27,406 | 60,674 |
| Hueso Res | Kg | 3.15 | 496,134 | 1,098,407 | 29,768 | 65,904 | 29,768 | 65,904 | 29,768 | 65,904 |
| Huevos | Unidades | 27.20 | 4,284,082 | 9,484,657 | 257,045 | 569,079 | 257,045 | 569,079 | 257,045 | 569,079 |
| Pescado | Kg | 2.23 | 351,232 | 777,602 | 21,074 | 46,656 | 21,074 | 46,656 | 21,074 | 46,656 |
| Pollo | Kg | 4.02 | 633,162 | 1,401,777 | 37,990 | 84,107 | 37,990 | 84,107 | 37,990 | 84,107 |
| Queso | Unidades | 1.93 | 303,981 | 672,992 | 18,239 | 40,380 | 18,239 | 40,380 | 18,239 | 40,380 |
| Mantequilla | Kg | 0.64 | 100,802 | 223,168 | 6,048 | 13,390 | 6,048 | 13,390 | 6,048 | 13,390 |
| Leche | litros | 15.00 | 2,362,545 | 5,230,510 | 141,753 | 313,831 | 141,753 | 313,831 | 141,753 | 313,831 |

DEMANDA DEL AÑO 1

| PRODUCTOS | | DEMANDA MENSUAL | | ESCENARIO PESIMISTA | | ESCENARIO CONSERVADOR | | ESCENARIO OPTIMISTA | | |
|-----------------------------|----------|-----------------------------|------------|---------------------|-----------|-----------------------|-----------|---------------------|-----------|-----------|
| | | DEMANDA TOTAL | | | | | | | | |
| | | FAMILIAR | LATACUNGA | AMBATO | LATACUNGA | AMBATO | LATACUNGA | AMBATO | LATACUNGA | AMBATO |
| | | 13,125 | 29,058 | 8.0% | 8.0% | 6.0% | 6.0% | 6.0% | 6.0% | |
| ALIMENTOS PROCESADOS | | ALIMENTOS PROCESADOS | | | | | | | | |
| Aceite | Unidades | 4.60 | 724,514 | 1,604,023 | 43,471 | 96,241 | 43,471 | 96,241 | 43,471 | 96,241 |
| Aliños | Unidades | 5.81 | 915,092 | 2,025,951 | 54,906 | 121,557 | 54,906 | 121,557 | 54,906 | 121,557 |
| Atun | Unidades | 4.00 | 630,012 | 1,394,803 | 37,801 | 83,688 | 37,801 | 83,688 | 37,801 | 83,688 |
| Café | Kg | 0.70 | 110,252 | 244,090 | 6,615 | 14,645 | 6,615 | 14,645 | 6,615 | 14,645 |
| Caramelos | Kg | 0.91 | 143,328 | 317,318 | 8,600 | 19,039 | 8,600 | 19,039 | 8,600 | 19,039 |
| Cocoa | Kg | 0.64 | 100,802 | 223,168 | 6,048 | 13,390 | 6,048 | 13,390 | 6,048 | 13,390 |
| Embutidos | Kg | 2.43 | 382,732 | 847,343 | 22,964 | 50,841 | 22,964 | 50,841 | 22,964 | 50,841 |
| Fideos | Kg | 5.39 | 848,941 | 1,879,496 | 50,936 | 112,770 | 50,936 | 112,770 | 50,936 | 112,770 |
| Gelatina | Kg | 1.00 | 157,503 | 348,701 | 9,450 | 20,922 | 9,450 | 20,922 | 9,450 | 20,922 |
| Jugos en polvo | Unidades | 1.70 | 267,755 | 592,791 | 16,065 | 35,567 | 16,065 | 35,567 | 16,065 | 35,567 |
| Manteca | Kg | 1.05 | 165,378 | 366,136 | 9,923 | 21,968 | 9,923 | 21,968 | 9,923 | 21,968 |
| Mermeladas | Unidades | 1.20 | 189,004 | 418,441 | 11,340 | 25,106 | 11,340 | 25,106 | 11,340 | 25,106 |
| Pan | Unidades | 150.00 | 23,625,451 | 52,305,096 | 1,417,527 | 3,138,306 | 1,417,527 | 3,138,306 | 1,417,527 | 3,138,306 |
| Sal | Kg | 0.79 | 124,427 | 275,474 | 7,466 | 16,528 | 7,466 | 16,528 | 7,466 | 16,528 |
| Salsa de Tomate | Unidades | 2.10 | 330,756 | 732,271 | 19,845 | 43,936 | 19,845 | 43,936 | 19,845 | 43,936 |
| Sardina | Unidades | 0.87 | 137,028 | 303,370 | 8,222 | 18,202 | 8,222 | 18,202 | 8,222 | 18,202 |
| Té | Unidades | 1.20 | 189,004 | 418,441 | 11,340 | 25,106 | 11,340 | 25,106 | 11,340 | 25,106 |
| OTROS | | OTROS | | | | | | | | |
| Cepillo dental | Unidades | 1.67 | 263,030 | 582,330 | 15,782 | 34,940 | 15,782 | 34,940 | 15,782 | 34,940 |
| Detergente | Kg | 0.98 | 154,353 | 341,727 | 9,261 | 20,504 | 9,261 | 20,504 | 9,261 | 20,504 |
| Fosforos (10' s) | paquetes | 0.45 | 70,876 | 156,915 | 4,253 | 9,415 | 4,253 | 9,415 | 4,253 | 9,415 |
| Jabón de lavar | Unidades | 20.00 | 3,150,060 | 6,974,013 | 189,004 | 418,441 | 189,004 | 418,441 | 189,004 | 418,441 |
| Jabón de tocador | Unidades | 2.07 | 326,031 | 721,810 | 19,562 | 43,309 | 19,562 | 43,309 | 19,562 | 43,309 |
| Papel higienico | Unidades | 9.60 | 1,512,029 | 3,347,526 | 90,722 | 200,852 | 90,722 | 200,852 | 90,722 | 200,852 |
| Pasta dental | Unidades | 2.40 | 378,007 | 836,882 | 22,680 | 50,213 | 22,680 | 50,213 | 22,680 | 50,213 |
| Toallas Sanitarias | Unidades | 2.20 | 346,507 | 767,141 | 20,790 | 46,028 | 20,790 | 46,028 | 20,790 | 46,028 |
| Pinoclin | Lt | 1.00 | 157,503 | 348,701 | 9,450 | 20,922 | 9,450 | 20,922 | 9,450 | 20,922 |
| Lavaplatos | 500 gr | 0.50 | 78,752 | 174,350 | 4,725 | 10,461 | 4,725 | 10,461 | 4,725 | 10,461 |
| Estropajos | Unidades | 2.50 | 393,758 | 871,752 | 23,625 | 52,305 | 23,625 | 52,305 | 23,625 | 52,305 |
| Lustre pisos | Unidades | 1.00 | 157,503 | 348,701 | 9,450 | 20,922 | 9,450 | 20,922 | 9,450 | 20,922 |
| Afeitadoras | Unidades | 3.00 | 472,509 | 1,046,102 | 28,351 | 62,766 | 28,351 | 62,766 | 28,351 | 62,766 |
| Trapeadores | Unidades | 0.30 | 47,251 | 104,610 | 2,835 | 6,277 | 2,835 | 6,277 | 2,835 | 6,277 |
| Crema para piel | Unidades | 1.00 | 157,503 | 348,701 | 9,450 | 20,922 | 9,450 | 20,922 | 9,450 | 20,922 |
| Escobas | Unidades | 0.30 | 47,251 | 104,610 | 2,835 | 6,277 | 2,835 | 6,277 | 2,835 | 6,277 |

DEMANDA DEL AÑO 2

| PRODUCTOS | DEMANDA MENSUAL | DEMANDA TOTAL | | ESCENARIO PESIMISTA | | ESCENARIO CONSERVADOR | | ESCENARIO OPTIMISTA | | |
|--------------------------------------|-----------------|---------------|-----------|---------------------|-----------|-----------------------|-----------|---------------------|-----------|-----------|
| | | FAMILIAR | LATACUNGA | AMBATO | LATACUNGA | AMBATO | LATACUNGA | AMBATO | LATACUNGA | AMBATO |
| | | | | 13,650 | 30,221 | 6.1% | 6.1% | 6.2% | 6.2% | 6.4% |
| FRUTAS | | | | | | | | | | |
| | | | | | | | | | | |
| Babaco | Unidades | 2.80 | 458,649 | 1,015,416 | 29,069 | 62,143 | 28,620 | 63,362 | 29,170 | 64,580 |
| Banano | racimo | 4.40 | 720,734 | 1,595,654 | 44,109 | 97,654 | 44,974 | 99,569 | 45,839 | 101,484 |
| Frutilla | Kg | 0.68 | 111,684 | 247,260 | 6,835 | 15,132 | 6,969 | 15,429 | 7,103 | 15,726 |
| Guayaba | Kg | 1.77 | 290,378 | 642,877 | 17,771 | 39,344 | 18,120 | 40,116 | 18,468 | 40,887 |
| Limón | Kg | 1.36 | 223,368 | 494,521 | 13,670 | 30,265 | 13,938 | 30,858 | 14,206 | 31,452 |
| Mandarina | Unidades | 25.00 | 4,095,078 | 9,066,217 | 250,819 | 554,852 | 255,533 | 565,732 | 260,447 | 576,611 |
| Manzana | Kg | 1.05 | 171,249 | 379,133 | 10,480 | 23,203 | 10,686 | 23,658 | 10,891 | 24,113 |
| Maracuya | Kg | 0.77 | 126,575 | 280,229 | 7,746 | 17,150 | 7,898 | 17,486 | 8,050 | 17,823 |
| Melón | Unidades | 1.20 | 196,564 | 435,178 | 12,039 | 26,633 | 12,266 | 27,155 | 12,501 | 27,677 |
| Mora | Kg | 1.36 | 223,368 | 494,521 | 13,670 | 30,265 | 13,938 | 30,858 | 14,206 | 31,452 |
| Naranja | Kg | 5.70 | 933,678 | 2,067,097 | 57,141 | 126,508 | 58,261 | 128,987 | 59,382 | 131,467 |
| Naranjailla | Kg | 1.77 | 290,378 | 642,877 | 17,771 | 39,344 | 18,120 | 40,116 | 18,468 | 40,887 |
| Papaya | Unidades | 2.00 | 327,606 | 725,297 | 20,050 | 44,388 | 20,443 | 45,259 | 20,836 | 46,129 |
| Pera | Kg | 0.91 | 148,912 | 329,681 | 9,113 | 20,176 | 9,292 | 20,572 | 9,471 | 20,968 |
| Piña | Unidades | 2.00 | 327,606 | 725,297 | 20,050 | 44,388 | 20,443 | 45,259 | 20,836 | 46,129 |
| Platano | racimo | 4.40 | 720,734 | 1,595,654 | 44,109 | 97,654 | 44,974 | 99,569 | 45,839 | 101,484 |
| Platano verde | racimo | 4.90 | 802,635 | 1,776,978 | 49,121 | 108,751 | 50,084 | 110,883 | 51,048 | 113,016 |
| Tamarindo | Kg | 0.45 | 74,456 | 164,840 | 4,557 | 10,088 | 4,646 | 10,286 | 4,735 | 10,484 |
| Tomate de árbol | Kg | 3.27 | 536,083 | 1,186,850 | 32,608 | 72,639 | 33,452 | 74,059 | 34,095 | 75,484 |
| Uvas | Kg | 1.59 | 260,596 | 576,941 | 15,948 | 35,309 | 16,261 | 36,001 | 16,574 | 36,693 |
| TALIZAS VERDURAS Y TUBERCULOS | | | | | | | | | | |
| | | | | | | | | | | |
| Acelga | porciones | 3.20 | 524,170 | 1,160,476 | 32,079 | 71,021 | 32,708 | 72,414 | 33,337 | 73,806 |
| Berro | porciones | 1.30 | 212,944 | 471,443 | 13,032 | 28,852 | 13,288 | 29,418 | 13,543 | 29,984 |
| Cebolla blanca | atados | 3.80 | 622,452 | 1,378,065 | 38,094 | 84,336 | 38,841 | 85,991 | 39,588 | 87,645 |
| Cebolla perla | atados | 3.70 | 606,072 | 1,341,800 | 37,092 | 82,118 | 37,819 | 83,728 | 38,546 | 85,338 |
| Coi | Unidades | 2.10 | 343,987 | 761,562 | 21,052 | 46,808 | 21,465 | 47,521 | 21,878 | 48,435 |
| Hierba sal/duice | atados | 3.20 | 524,170 | 1,160,476 | 32,079 | 71,021 | 32,708 | 72,414 | 33,337 | 73,806 |
| Lechuga | Unidades | 3.00 | 491,409 | 1,087,946 | 30,074 | 66,582 | 30,664 | 67,888 | 31,254 | 69,193 |
| Nabo | porciones | 0.60 | 98,282 | 217,589 | 6,015 | 13,316 | 6,133 | 13,578 | 6,251 | 13,839 |
| Papa Nabo | porciones | 0.60 | 98,282 | 217,589 | 6,015 | 13,316 | 6,133 | 13,578 | 6,251 | 13,839 |
| Papas | Kg | 50.00 | 8,190,156 | 18,132,433 | 501,238 | 1,109,705 | 511,066 | 1,131,464 | 520,894 | 1,153,223 |
| Pimiento | Kg | 1.55 | 253,895 | 562,105 | 15,538 | 34,401 | 15,843 | 35,075 | 16,148 | 35,750 |
| Rabanos | porciones | 0.75 | 122,852 | 271,986 | 7,519 | 16,846 | 7,666 | 16,972 | 7,813 | 17,298 |
| Remolacha | porciones | 0.85 | 139,233 | 308,251 | 8,521 | 18,665 | 8,688 | 19,235 | 8,855 | 19,605 |
| Tomate riñon | Kg | 7.43 | 1,217,057 | 2,694,480 | 74,484 | 164,902 | 75,944 | 168,136 | 77,405 | 171,369 |
| Vainita | porciones | 3.50 | 573,311 | 1,269,270 | 35,087 | 77,679 | 35,775 | 79,202 | 36,463 | 80,726 |
| Yuca | Kg | 0.96 | 157,251 | 348,143 | 9,824 | 21,906 | 9,812 | 21,724 | 10,001 | 22,142 |
| Zanahoria | porciones | 1.09 | 178,545 | 395,287 | 10,927 | 24,192 | 11,141 | 24,666 | 11,355 | 25,140 |

DEMANDA DEL AÑO 2

| PRODUCTOS | DEMANDA MENSUAL | DEMANDA TOTAL | | ESCENARIO PESIMISTA | | ESCENARIO CONSERVADOR | | ESCENARIO OPTIMISTA | | |
|-----------------------------|-----------------|---------------|-----------|---------------------|-----------|-----------------------|-----------|---------------------|-----------|---------|
| | | FAMILIAR | LATACUNGA | AMBATO | LATACUNGA | AMBATO | LATACUNGA | AMBATO | LATACUNGA | AMBATO |
| | | | | | 6.1% | 6.1% | 6.2% | 6.2% | 6.4% | 6.4% |
| GRANOS | | | | | | | | | | |
| Alverja | Kg | 2.62 | 429,164 | 950,140 | 28,285 | 58,149 | 26,780 | 59,289 | 27,295 | 60,429 |
| Arrocillo | Kg | 0.36 | 58,969 | 130,554 | 3,809 | 7,990 | 3,680 | 8,147 | 3,750 | 8,303 |
| Arroz | Kg | 17.73 | 2,904,229 | 6,429,761 | 177,739 | 383,501 | 181,224 | 401,217 | 184,709 | 408,933 |
| Arroz de cebada | Kg | 1.36 | 222,772 | 493,202 | 13,634 | 30,184 | 13,901 | 30,776 | 14,168 | 31,368 |
| Azucar | Kg | 8.18 | 1,339,910 | 2,966,466 | 82,002 | 181,548 | 83,610 | 185,107 | 85,218 | 188,667 |
| Canguil | Kg | 1.71 | 280,103 | 620,129 | 117,142 | 37,952 | 17,478 | 38,696 | 17,815 | 39,440 |
| Chocho | Kg | 1.34 | 219,496 | 485,949 | 13,433 | 29,740 | 13,697 | 30,323 | 13,960 | 30,906 |
| Choclo | Unidades | 18.00 | 2,948,456 | 6,527,676 | 180,446 | 399,484 | 183,984 | 407,327 | 187,522 | 415,160 |
| Frejol | Kg | 2.99 | 489,771 | 1,084,320 | 28,974 | 58,360 | 30,562 | 67,662 | 31,149 | 68,963 |
| Habas | Kg | 3.04 | 497,962 | 1,102,452 | 30,475 | 67,470 | 31,073 | 68,793 | 31,670 | 70,116 |
| Lentejón | Kg | 0.97 | 158,889 | 351,769 | 9,724 | 21,528 | 9,915 | 21,950 | 10,105 | 22,373 |
| Maiz | Kg | 0.60 | 98,282 | 217,589 | 6,015 | 13,316 | 6,133 | 13,578 | 6,251 | 13,839 |
| Mani | Kg | 1.23 | 201,478 | 446,058 | 12,330 | 27,299 | 12,572 | 27,834 | 12,814 | 28,369 |
| Morocho partido | Kg | 1.06 | 173,631 | 384,408 | 10,626 | 23,526 | 10,835 | 23,987 | 11,043 | 24,448 |
| Mote | Kg | 0.77 | 126,128 | 279,239 | 7,719 | 17,089 | 7,870 | 17,425 | 8,022 | 17,760 |
| Quinoa | Kg | 0.55 | 90,092 | 199,457 | 5,514 | 12,207 | 5,622 | 12,446 | 5,730 | 12,685 |
| HARINAS | | | | | | | | | | |
| Avena | Kg | 1.21 | 198,202 | 438,805 | 12,130 | 26,856 | 12,368 | 27,381 | 12,606 | 27,908 |
| De Alverja | Kg | 0.64 | 104,834 | 232,095 | 6,416 | 14,204 | 6,542 | 14,483 | 6,667 | 14,761 |
| De Castilla | Kg | 2.67 | 437,354 | 968,272 | 28,766 | 59,258 | 27,291 | 60,420 | 27,816 | 61,582 |
| De Haba | Kg | 1.15 | 188,374 | 417,046 | 11,528 | 25,523 | 11,755 | 26,024 | 11,981 | 26,524 |
| De habilla | Kg | 0.49 | 80,264 | 177,698 | 4,912 | 10,875 | 5,008 | 11,088 | 5,105 | 11,302 |
| Machica | Kg | 1.71 | 280,103 | 620,129 | 17,142 | 37,952 | 17,478 | 38,696 | 17,815 | 39,440 |
| Maicena | Kg | 0.94 | 153,975 | 340,890 | 9,423 | 20,862 | 9,608 | 21,272 | 9,793 | 21,681 |
| CARNE LECHE Y HUEVOS | | | | | | | | | | |
| Carne Res | Kg | 2.90 | 475,029 | 1,051,681 | 28,072 | 64,383 | 29,642 | 65,625 | 30,212 | 66,887 |
| Hueso Res | Kg | 3.15 | 515,980 | 1,142,343 | 31,578 | 69,911 | 32,197 | 71,282 | 32,816 | 72,653 |
| Huevos | Unidades | 27.20 | 4,455,445 | 9,864,044 | 272,673 | 603,679 | 278,020 | 615,516 | 283,366 | 627,353 |
| Pescado | Kg | 2.23 | 365,281 | 808,707 | 22,355 | 49,493 | 22,794 | 50,463 | 23,232 | 51,434 |
| Pollo | Kg | 4.02 | 658,489 | 1,457,848 | 40,300 | 89,220 | 41,090 | 90,970 | 41,880 | 92,719 |
| Queso | Unidades | 1.93 | 316,140 | 699,912 | 19,348 | 42,635 | 19,727 | 43,675 | 20,107 | 44,514 |
| Mantequilla | Kg | 0.64 | 104,834 | 232,095 | 6,416 | 14,204 | 6,542 | 14,483 | 6,667 | 14,761 |
| Leche | litros | 15.00 | 2,457,047 | 5,439,730 | 150,371 | 332,911 | 153,320 | 339,439 | 156,268 | 345,967 |

DEMANDA DEL AÑO 2

| PRODUCTOS | DEMANDA MENSUAL | DEMANDA TOTAL | | ESCENARIO PESIMISTA | | ESCENARIO CONSERVADOR | | ESCENARIO OPTIMISTA | | |
|-----------------------------|-----------------|-----------------------------|------------|---------------------|------------|-----------------------|------------|---------------------|------------|-----------|
| | | FAMILIAR | LATA CUNGA | AM BATO | LATA CUNGA | AM BATO | LATA CUNGA | AM BATO | LATA CUNGA | AM BATO |
| | | | | | | | | | | |
| | | | 13,650 | 30,221 | 6.1% | 6.1% | 6.2% | 6.2% | 6.4% | 6.4% |
| ALIMENTOS PROCESADOS | | ALIMENTOS PROCESADOS | | | | | | | | |
| Aceite | Unidades | 4.60 | 753,494 | 1,668,184 | 46,114 | 102,033 | 47,018 | 104,095 | 47,922 | 106,096 |
| Alifios | Unidades | 5.81 | 951,696 | 2,106,989 | 58,244 | 128,948 | 59,386 | 131,476 | 60,528 | 134,004 |
| Atun | Unidades | 4.00 | 655,213 | 1,450,595 | 40,099 | 86,776 | 40,885 | 90,517 | 41,672 | 92,258 |
| Café | Kg | 0.70 | 114,662 | 253,854 | 7,017 | 15,538 | 7,155 | 15,840 | 7,293 | 16,145 |
| Caramelos | Kg | 0.91 | 149,061 | 330,010 | 9,123 | 20,197 | 9,301 | 20,593 | 9,480 | 20,989 |
| Cocoa | Kg | 0.64 | 104,834 | 232,095 | 6,416 | 14,204 | 6,542 | 14,483 | 6,667 | 14,761 |
| Embutidos | Kg | 2.43 | 398,042 | 881,236 | 24,360 | 53,932 | 24,838 | 54,989 | 25,315 | 56,047 |
| Fideos | Kg | 5.39 | 882,899 | 1,954,676 | 54,033 | 119,626 | 55,093 | 121,972 | 56,152 | 124,317 |
| Gelatina | Kg | 1.00 | 163,803 | 362,649 | 10,025 | 22,194 | 10,221 | 22,629 | 10,418 | 23,064 |
| Jugos en polvo | Unidades | 1.70 | 278,465 | 616,503 | 17,042 | 37,730 | 17,376 | 38,470 | 17,710 | 39,210 |
| Manteca | Kg | 1.05 | 171,993 | 380,781 | 10,526 | 23,304 | 10,732 | 23,761 | 10,939 | 24,218 |
| Mermeladas | Unidades | 1.20 | 196,564 | 435,178 | 32,030 | 26,633 | 12,266 | 27,155 | 12,501 | 27,677 |
| Pan | Unidades | 150.00 | 24,570,469 | 54,397,300 | 1,503,713 | 3,329,115 | 1,533,197 | 3,394,392 | 1,562,682 | 3,459,668 |
| Sal | Kg | 0.79 | 129,404 | 286,492 | 7,920 | 17,538 | 8,075 | 17,877 | 8,230 | 18,221 |
| Salsa de Tomate | Unidades | 2.10 | 343,987 | 761,562 | 21,052 | 46,608 | 21,465 | 47,521 | 21,878 | 48,435 |
| Sardina | Unidades | 0.87 | 142,509 | 315,504 | 8,722 | 19,309 | 8,893 | 19,687 | 9,064 | 20,066 |
| Te | Unidades | 1.20 | 196,564 | 435,178 | 12,030 | 26,633 | 12,266 | 27,155 | 12,501 | 27,677 |
| OTROS | | OTROS | | | | | | | | |
| Cepillo dental | Unidades | 1.67 | 273,551 | 605,623 | 16,741 | 37,064 | 17,070 | 37,791 | 17,398 | 38,518 |
| Detergente | Kg | 0.98 | 160,527 | 355,396 | 9,824 | 21,750 | 10,017 | 22,177 | 10,210 | 22,603 |
| Fosforos (10's) | paquetes | 0.45 | 73,711 | 163,192 | 4,511 | 9,967 | 4,600 | 10,183 | 4,688 | 10,379 |
| Jabón de lavar | Unidades | 20.00 | 3,276,063 | 7,252,973 | 200,495 | 443,862 | 204,426 | 452,586 | 208,358 | 461,289 |
| Jabón de tocador | Unidades | 2.07 | 339,072 | 750,683 | 20,751 | 45,942 | 21,158 | 46,843 | 21,565 | 47,743 |
| Papel higienico | Unidades | 9.60 | 1,572,510 | 3,481,427 | 98,238 | 213,063 | 98,125 | 217,241 | 100,012 | 221,419 |
| Pasta dental | Unidades | 2.40 | 393,128 | 870,357 | 24,059 | 53,266 | 24,531 | 54,310 | 25,003 | 55,355 |
| Toallas Sanitarias | Unidades | 2.20 | 360,367 | 797,827 | 22,054 | 48,627 | 22,487 | 49,784 | 22,919 | 50,742 |
| Pinoclin | Lt | 1.00 | 163,803 | 362,649 | 10,025 | 22,194 | 10,221 | 22,629 | 10,418 | 23,064 |
| Lavapiatos | 500 gr | 0.50 | 81,902 | 181,324 | 5,012 | 11,097 | 5,111 | 11,315 | 5,209 | 11,532 |
| Estropajos | Unidades | 2.50 | 409,508 | 906,622 | 25,062 | 55,485 | 25,553 | 56,573 | 26,045 | 57,661 |
| Lustre pisos | Unidades | 1.00 | 163,803 | 362,649 | 10,025 | 22,194 | 10,221 | 22,629 | 10,418 | 23,064 |
| Afeitadoras | Unidades | 3.00 | 491,409 | 1,087,946 | 30,074 | 68,682 | 30,664 | 67,888 | 31,254 | 69,193 |
| Trapeadores | Unidades | 0.30 | 49,141 | 108,795 | 3,007 | 6,858 | 3,066 | 6,789 | 3,125 | 6,919 |
| Crema para piel | Unidades | 1.00 | 163,803 | 362,649 | 10,025 | 22,194 | 10,221 | 22,629 | 10,418 | 23,064 |
| Escobas | Unidades | 0.30 | 49,141 | 108,795 | 3,007 | 6,858 | 3,066 | 6,789 | 3,125 | 6,919 |

DEMANDA DEL AÑO 3

| PRODUCTOS | DEMANDA MENSUAL | DEMANDA TOTAL | | ESCENARIO PESIMISTA | | ESCENARIO CONSERVADOR | | ESCENARIO OPTIMISTA | | |
|--------------------------------------|-----------------|---|-----------|---------------------|-----------|-----------------------|-----------|---------------------|-----------|-----------|
| | | FAMILIAR | LATACUNGA | AMBATO | LATACUNGA | AMBATO | LATACUNGA | AMBATO | LATACUNGA | AMBATO |
| | | | | | 6.2% | 6.2% | 6.5% | 6.5% | 6.7% | 6.7% |
| | | 14,196 | 31,430 | 6.2% | 6.2% | 6.5% | 6.5% | 6.7% | 6.7% | |
| FRUTAS | | FRUTAS | | | | | | | | |
| Babaco | Unidades | 2.80 | 476,995 | 1,056,033 | 20,978 | 65,922 | 30,955 | 68,532 | 32,157 | 71,194 |
| Banano | racimo | 4.40 | 749,563 | 1,659,480 | 46,791 | 103,591 | 48,644 | 107,694 | 50,533 | 111,876 |
| Frutilla | Kg | 0.68 | 116,151 | 257,151 | 7,251 | 16,052 | 7,538 | 18,688 | 7,830 | 17,336 |
| Guayaba | Kg | 1.77 | 301,993 | 668,592 | 18,852 | 41,738 | 19,598 | 43,389 | 20,359 | 45,074 |
| Limón | Kg | 1.36 | 232,303 | 514,302 | 14,501 | 32,105 | 15,076 | 33,376 | 15,661 | 34,672 |
| Mandarina | Unidades | 25.00 | 4,258,881 | 9,428,865 | 265,858 | 588,587 | 276,384 | 611,896 | 287,117 | 635,656 |
| Manzana | Kg | 1.05 | 178,099 | 394,298 | 11,118 | 24,614 | 11,558 | 25,588 | 12,007 | 26,582 |
| Maracuya | Kg | 0.77 | 131,638 | 291,438 | 8,217 | 18,193 | 8,543 | 18,913 | 8,875 | 19,648 |
| Melón | Unidades | 1.20 | 204,426 | 452,586 | 12,761 | 28,252 | 13,266 | 29,371 | 13,782 | 30,512 |
| Mora | Kg | 1.36 | 232,303 | 514,302 | 14,501 | 32,105 | 15,076 | 33,376 | 15,661 | 34,672 |
| Naranja | Kg | 5.70 | 971,025 | 2,149,781 | 60,815 | 134,198 | 63,018 | 139,512 | 65,463 | 144,930 |
| Naranjilla | Kg | 1.77 | 301,993 | 668,592 | 18,852 | 41,738 | 19,598 | 43,389 | 20,359 | 45,074 |
| Papaya | Unidades | 2.00 | 340,711 | 754,309 | 21,269 | 47,087 | 22,111 | 48,952 | 22,969 | 50,853 |
| Pera | Kg | 0.91 | 154,868 | 342,868 | 9,668 | 21,403 | 10,050 | 22,251 | 10,441 | 23,115 |
| Piña | Unidades | 2.00 | 340,711 | 754,309 | 21,269 | 47,087 | 22,111 | 48,952 | 22,969 | 50,853 |
| Platano | racimo | 4.40 | 749,563 | 1,659,480 | 46,791 | 103,591 | 48,644 | 107,694 | 50,533 | 111,876 |
| Platano verde | racimo | 4.90 | 834,741 | 1,848,058 | 52,108 | 115,363 | 54,171 | 119,932 | 56,275 | 124,589 |
| Tamarindo | Kg | 0.45 | 77,434 | 171,434 | 4,834 | 10,702 | 5,025 | 11,125 | 5,220 | 11,557 |
| Tomate de árbol | Kg | 3.27 | 557,526 | 1,234,324 | 34,803 | 77,051 | 36,181 | 80,103 | 37,586 | 83,213 |
| Uvas | Kg | 1.59 | 271,020 | 600,019 | 16,918 | 37,456 | 17,588 | 38,939 | 18,271 | 40,451 |
| TALIZAS VERDURAS Y TUBERCULOS | | HORTALIZAS VERDURAS Y TUBERCULOS | | | | | | | | |
| Acelga | porciones | 3.20 | 545,137 | 1,206,895 | 34,030 | 75,339 | 35,377 | 78,323 | 36,751 | 81,364 |
| Berro | porciones | 1.30 | 221,462 | 490,301 | 13,825 | 30,607 | 14,372 | 31,819 | 14,930 | 33,054 |
| Cebolla blanca | atados | 3.80 | 647,350 | 1,433,188 | 40,410 | 99,485 | 42,010 | 93,008 | 43,642 | 96,620 |
| Cebolla perla | atados | 3.70 | 630,314 | 1,395,472 | 39,347 | 87,141 | 40,905 | 90,561 | 42,483 | 94,077 |
| Col | Unidades | 2.10 | 357,746 | 792,025 | 22,332 | 49,441 | 23,216 | 51,399 | 24,118 | 53,395 |
| Hierba sal/dulce | atados | 3.20 | 545,137 | 1,206,895 | 34,030 | 75,339 | 35,377 | 78,323 | 36,751 | 81,364 |
| Lechuga | Unidades | 3.00 | 511,066 | 1,131,464 | 31,803 | 70,630 | 33,166 | 73,427 | 34,454 | 76,279 |
| Nabo | porciones | 0.60 | 102,213 | 226,293 | 6,381 | 14,126 | 6,633 | 14,685 | 6,891 | 15,256 |
| Papa Nabo | porciones | 0.60 | 102,213 | 226,293 | 6,381 | 14,126 | 6,633 | 14,685 | 6,891 | 15,256 |
| Papas | Kg | 50.00 | 8,517,763 | 18,857,731 | 531,713 | 1,177,175 | 552,769 | 1,223,791 | 574,233 | 1,271,313 |
| Pimiento | Kg | 1.55 | 264,051 | 584,590 | 16,483 | 36,492 | 17,136 | 37,938 | 17,801 | 39,411 |
| Rabanos | porciones | 0.75 | 127,766 | 282,866 | 7,978 | 17,658 | 8,292 | 18,357 | 8,614 | 19,070 |
| Remolacha | porciones | 0.85 | 144,802 | 320,581 | 9,039 | 20,012 | 9,397 | 20,604 | 9,762 | 21,612 |
| Tomate riñon | Kg | 7.43 | 1,265,740 | 2,802,259 | 79,013 | 174,928 | 82,141 | 181,855 | 85,331 | 188,917 |
| Vainita | porciones | 3.50 | 596,243 | 1,320,041 | 37,220 | 82,402 | 38,694 | 85,665 | 40,196 | 88,992 |
| Yuca | Kg | 0.96 | 163,541 | 362,068 | 10,209 | 22,602 | 10,613 | 23,497 | 11,025 | 24,409 |
| Zanahoria | porciones | 1.09 | 185,687 | 411,099 | 11,591 | 25,682 | 12,050 | 26,679 | 12,518 | 27,715 |

| DEMANDA DEL AÑO 3 | | | | | | | | | | |
|----------------------|-----------------|---------------|-----------|---------------------|---------|-----------------------|---------|---------------------|---------|---------|
| PRODUCTOS | DEMANDA MENSUAL | DEMANDA TOTAL | | ESCENARIO PESIMISTA | | ESCENARIO CONSERVADOR | | ESCENARIO OPTIMISTA | | |
| | | LATACUNGA | AMBATO | LATACUNGA | AMBATO | LATACUNGA | AMBATO | LATACUNGA | AMBATO | |
| FAMILIAR | | 14,196 | 31,430 | 6.2% | 6.2% | 6.5% | 6.5% | 6.7% | 6.7% | |
| GRANOS | | | | | | | | | | |
| Alverja | Kg | 2.62 | 446,331 | 988,145 | 27,862 | 61,684 | 28,965 | 64,127 | 30,090 | 66,617 |
| Arrocillo | Kg | 0.36 | 61,328 | 135,776 | 3,828 | 6,476 | 3,980 | 8,811 | 4,134 | 9,153 |
| Arroz | Kg | 17.73 | 3,020,399 | 6,686,951 | 188,545 | 417,426 | 196,012 | 433,956 | 203,623 | 450,808 |
| Arroz de cebada | Kg | 1.36 | 231,683 | 512,930 | 14,463 | 32,019 | 15,035 | 33,287 | 15,619 | 34,560 |
| Azucar | Kg | 8.18 | 1,393,506 | 3,085,125 | 86,988 | 192,596 | 90,433 | 200,212 | 93,945 | 207,987 |
| Canguil | Kg | 1.71 | 291,307 | 644,934 | 18,185 | 40,258 | 18,905 | 41,854 | 19,639 | 43,479 |
| Chocho | Kg | 1.34 | 228,276 | 505,387 | 14,250 | 31,548 | 14,814 | 32,796 | 15,389 | 34,071 |
| Chocolo | Unidades | 18.00 | 3,066,395 | 6,788,783 | 191,417 | 423,783 | 198,997 | 440,565 | 206,724 | 457,673 |
| Frejol | Kg | 2.99 | 509,362 | 1,127,692 | 31,796 | 70,365 | 33,056 | 73,183 | 34,339 | 76,025 |
| Habas | Kg | 3.04 | 517,880 | 1,146,550 | 32,328 | 71,572 | 33,608 | 74,407 | 34,913 | 77,296 |
| Lentejón | Kg | 0.97 | 165,245 | 365,840 | 10,315 | 22,837 | 10,724 | 23,742 | 11,140 | 24,653 |
| Maiz | Kg | 0.60 | 102,213 | 226,293 | 6,381 | 14,126 | 6,633 | 14,685 | 6,891 | 15,256 |
| Mani | Kg | 1.23 | 209,537 | 463,900 | 13,080 | 28,959 | 13,598 | 30,105 | 14,126 | 31,274 |
| Morocho partido | Kg | 1.06 | 180,577 | 399,784 | 11,272 | 24,956 | 11,719 | 25,944 | 12,174 | 26,952 |
| Mote | Kg | 0.77 | 131,174 | 290,409 | 8,188 | 18,128 | 8,513 | 18,846 | 8,843 | 19,578 |
| Quinua | Kg | 0.55 | 93,695 | 207,435 | 5,849 | 12,949 | 6,080 | 13,462 | 6,317 | 13,984 |
| HARINAS | | | | | | | | | | |
| Avena | Kg | 1.21 | 206,130 | 456,357 | 12,867 | 28,486 | 13,377 | 29,616 | 13,896 | 30,766 |
| De Alverja | Kg | 0.64 | 109,027 | 241,379 | 6,806 | 15,068 | 7,075 | 15,665 | 7,350 | 16,273 |
| De Castilla | Kg | 2.67 | 454,849 | 1,007,003 | 28,393 | 62,861 | 29,518 | 65,350 | 30,664 | 67,888 |
| De Haba | Kg | 1.15 | 195,909 | 433,728 | 12,229 | 27,075 | 12,714 | 28,147 | 13,207 | 29,240 |
| De habilla | Kg | 0.49 | 83,474 | 184,806 | 5,211 | 11,536 | 5,417 | 11,993 | 5,627 | 12,459 |
| Machica | Kg | 1.71 | 291,307 | 644,934 | 18,185 | 40,258 | 18,905 | 41,854 | 19,639 | 43,479 |
| Maicena | Kg | 0.94 | 160,134 | 354,525 | 9,990 | 22,131 | 10,392 | 23,007 | 10,796 | 23,901 |
| CARNE LECHE Y HUEVOS | | | | | | | | | | |
| Carne Res | Kg | 2.90 | 494,030 | 1,093,748 | 30,839 | 69,276 | 32,061 | 70,980 | 33,306 | 73,736 |
| Hueso Res | Kg | 3.15 | 536,619 | 1,188,037 | 33,498 | 74,162 | 34,824 | 77,099 | 36,177 | 80,093 |
| Huevos | Unidades | 27.20 | 4,633,663 | 10,258,605 | 288,252 | 640,383 | 300,706 | 665,742 | 312,383 | 691,594 |
| Pescado | Kg | 2.23 | 379,892 | 841,055 | 23,714 | 52,502 | 24,653 | 54,581 | 25,611 | 56,701 |
| Pollo | Kg | 4.02 | 684,828 | 1,516,162 | 42,750 | 94,843 | 44,443 | 98,393 | 46,188 | 102,214 |
| Queso | Unidades | 1.93 | 328,786 | 727,908 | 20,524 | 45,439 | 21,337 | 47,238 | 22,165 | 49,073 |
| Mantequilla | Kg | 0.64 | 109,027 | 241,379 | 6,806 | 15,068 | 7,075 | 15,665 | 7,350 | 16,273 |
| Leche | litros | 15.00 | 2,555,329 | 5,657,319 | 158,514 | 353,152 | 165,831 | 367,137 | 172,270 | 381,394 |

| | | DEMANDA DEL AÑO 3 | | | | | | | | |
|----------------------|----------|--------------------------|---------------|------------|---------------------|-----------|-----------------------|-----------|---------------------|-----------|
| PRODUCTOS | | DEMANDA MENSUAL FAMILIAR | DEMANDA TOTAL | | ESCENARIO PESIMISTA | | ESCENARIO CONSERVADOR | | ESCENARIO OPTIMISTA | |
| | | | LATACUNGA | AMBATO | LATACUNGA | AMBATO | LATACUNGA | AMBATO | LATACUNGA | AMBATO |
| | | | 14,196 | 31,430 | 6.2% | 6.2% | 6.5% | 6.5% | 6.7% | 6.7% |
| ALIMENTOS PROCESADOS | | ALIMENTOS PROCESADOS | | | | | | | | |
| Aceite | Unidades | 4.60 | 783,634 | 1,734,911 | 48,918 | 108,300 | 50,855 | 112,589 | 52,829 | 116,961 |
| Aliños | Unidades | 5.81 | 989,764 | 2,191,268 | 81,785 | 136,788 | 64,232 | 142,205 | 66,726 | 147,727 |
| Atún | Unidades | 4.00 | 681,421 | 1,508,618 | 42,837 | 94,174 | 44,221 | 97,903 | 45,939 | 101,705 |
| Café | Kg | 0.70 | 119,249 | 264,008 | 7,444 | 16,480 | 7,739 | 17,133 | 8,039 | 17,798 |
| Caramelos | Kg | 0.91 | 155,023 | 343,211 | 9,877 | 21,425 | 10,060 | 22,273 | 10,451 | 23,138 |
| Cocoa | Kg | 0.64 | 109,027 | 241,379 | 16,808 | 15,068 | 7,075 | 15,665 | 7,350 | 16,273 |
| Embutidos | Kg | 2.43 | 413,963 | 916,486 | 25,841 | 57,211 | 26,865 | 59,476 | 27,908 | 61,786 |
| Fideos | Kg | 5.39 | 918,215 | 2,032,863 | 57,310 | 126,899 | 58,588 | 131,925 | 61,902 | 137,048 |
| Gelatina | Kg | 1.00 | 170,355 | 377,155 | 10,634 | 23,543 | 11,055 | 24,476 | 11,485 | 25,426 |
| Jugos en polvo | Unidades | 1.70 | 289,604 | 641,163 | 18,078 | 40,024 | 18,794 | 41,609 | 19,524 | 43,225 |
| Manteca | Kg | 1.05 | 178,873 | 396,012 | 11,166 | 24,724 | 11,608 | 25,700 | 12,059 | 26,698 |
| Mermeladas | Unidades | 1.20 | 204,426 | 452,586 | 12,781 | 28,252 | 13,266 | 29,371 | 13,782 | 30,512 |
| Pan | Unidades | 150.00 | 25,553,288 | 56,573,192 | 1,595,158 | 3,531,525 | 1,658,306 | 3,671,374 | 1,722,700 | 3,813,938 |
| Sal | Kg | 0.79 | 134,581 | 297,952 | 8,401 | 18,599 | 8,734 | 19,336 | 9,073 | 20,087 |
| Salsa de Tomate | Unidades | 2.10 | 357,746 | 792,025 | 22,332 | 49,441 | 23,216 | 51,399 | 24,118 | 53,395 |
| Sardina | Unidades | 0.87 | 148,209 | 328,125 | 9,252 | 20,483 | 9,618 | 21,294 | 9,992 | 22,121 |
| Té | Unidades | 1.20 | 204,426 | 452,586 | 12,781 | 28,252 | 13,266 | 29,371 | 13,782 | 30,512 |
| OTROS | | OTROS | | | | | | | | |
| Cepillo dental | Unidades | 1.67 | 284,493 | 629,848 | 17,759 | 39,318 | 18,462 | 40,875 | 19,179 | 42,462 |
| Detergente | Kg | 0.98 | 166,948 | 369,612 | 10,422 | 23,073 | 10,834 | 23,986 | 11,255 | 24,918 |
| Fosforos (10 s) | paquetes | 0.45 | 76,660 | 169,720 | 4,785 | 10,595 | 4,975 | 11,014 | 5,168 | 11,442 |
| Jabón de lavar | Unidades | 20.00 | 3,407,105 | 7,543,092 | 212,685 | 470,870 | 221,107 | 489,517 | 229,693 | 508,525 |
| Jabón de tocador | Unidades | 2.07 | 352,635 | 780,710 | 22,013 | 48,735 | 22,885 | 50,665 | 23,773 | 52,632 |
| Papel higienico | Unidades | 9.60 | 1,635,410 | 3,620,684 | 102,069 | 228,018 | 108,132 | 234,968 | 110,253 | 244,092 |
| Pasta dental | Unidades | 2.40 | 408,853 | 905,171 | 25,522 | 56,504 | 26,533 | 58,742 | 27,563 | 61,023 |
| Toallas Sanitana | Unidades | 2.20 | 374,782 | 829,740 | 23,395 | 51,796 | 24,322 | 53,847 | 25,266 | 55,938 |
| Pinoclin | Lt | 1.00 | 170,355 | 377,155 | 10,634 | 23,543 | 11,055 | 24,476 | 11,485 | 25,426 |
| Lavaplatos | 500 gr | 0.50 | 85,178 | 188,577 | 5,317 | 11,772 | 5,528 | 12,238 | 5,742 | 12,713 |
| Estropajos | Unidades | 2.50 | 425,888 | 942,887 | 28,586 | 59,659 | 27,638 | 61,190 | 28,712 | 63,566 |
| Lustre pisos | Unidades | 1.00 | 170,355 | 377,155 | 10,634 | 23,543 | 11,055 | 24,476 | 11,485 | 25,426 |
| Afeitadoras | Unidades | 3.00 | 511,066 | 1,131,464 | 31,903 | 70,830 | 33,166 | 73,427 | 34,454 | 76,279 |
| Trapeadores | Unidades | 0.30 | 51,107 | 113,146 | 3,190 | 7,063 | 3,317 | 7,343 | 3,445 | 7,628 |
| Crema para piel | Unidades | 1.00 | 170,355 | 377,155 | 10,634 | 23,543 | 11,055 | 24,476 | 11,485 | 25,426 |
| Escobas | Unidades | 0.30 | 51,107 | 113,146 | 3,190 | 7,063 | 3,317 | 7,343 | 3,445 | 7,628 |

| DEMANDA DEL AÑO 4 | | | | | | | | | | |
|-----------------------------|-----------------|---------------|-----------|---------------------|-----------|-----------------------|-----------|---------------------|-----------|---------|
| PRODUCTOS | DEMANDA MENSUAL | DEMANDA TOTAL | | ESCENARIO PESIMISTA | | ESCENARIO CONSERVADOR | | ESCENARIO OPTIMISTA | | |
| | | FAMILIAR | LATACUNGA | AMBATO | LATACUNGA | AMBATO | LATACUNGA | AMBATO | LATACUNGA | AMBATO |
| | | | 14,764 | 32,687 | 6.4% | 6.4% | 6.7% | 6.7% | 7.1% | 7.1% |
| GRANOS | | | | | | | | | | |
| Alverja | Kg | 2.62 | 464,184 | 1,027,671 | 29,560 | 85,494 | 31,329 | 69,359 | 33,171 | 73,438 |
| Arrocillo | Kg | 0.36 | 63,781 | 141,207 | 4,061 | 6,991 | 4,305 | 9,530 | 4,558 | 10,091 |
| Arroz | Kg | 17.73 | 3,141,215 | 6,954,429 | 200,009 | 442,806 | 212,006 | 469,367 | 224,474 | 496,970 |
| Arroz de cebada | Kg | 1.36 | 240,950 | 533,447 | 15,942 | 33,966 | 16,262 | 36,003 | 17,219 | 38,121 |
| Azucar | Kg | 8.18 | 1,449,246 | 3,208,530 | 92,277 | 204,295 | 97,812 | 216,550 | 103,565 | 229,285 |
| Canguil | Kg | 1.71 | 302,960 | 670,732 | 16,280 | 42,707 | 20,447 | 45,269 | 21,650 | 47,931 |
| Chocho | Kg | 1.34 | 237,407 | 525,603 | 15,116 | 33,466 | 16,023 | 35,474 | 16,965 | 37,560 |
| Chocolo | Unidades | 18.00 | 3,189,050 | 7,060,334 | 203,055 | 449,549 | 215,235 | 476,515 | 227,893 | 504,538 |
| Frejol | Kg | 2.99 | 529,737 | 1,172,800 | 33,730 | 74,875 | 35,753 | 79,154 | 37,855 | 83,809 |
| Habas | Kg | 3.04 | 538,595 | 1,192,412 | 34,294 | 75,824 | 36,351 | 80,476 | 38,489 | 85,211 |
| Lentejón | Kg | 0.97 | 171,854 | 380,474 | 10,842 | 24,226 | 11,599 | 25,679 | 12,281 | 27,189 |
| Maiz | Kg | 0.60 | 106,302 | 235,344 | 6,766 | 14,965 | 7,174 | 15,884 | 7,596 | 16,818 |
| Mani | Kg | 1.23 | 217,918 | 482,456 | 13,875 | 30,719 | 14,708 | 32,562 | 15,573 | 34,477 |
| Morocho partido | Kg | 1.06 | 187,800 | 415,775 | 11,958 | 26,473 | 12,675 | 28,061 | 13,420 | 29,712 |
| Mote | Kg | 0.77 | 136,420 | 302,025 | 6,666 | 19,231 | 9,207 | 20,384 | 9,749 | 21,583 |
| Quinua | Kg | 0.55 | 97,443 | 215,732 | 6,204 | 13,736 | 6,577 | 14,560 | 6,963 | 15,416 |
| HARINAS | | | | | | | | | | |
| Avena | Kg | 1.21 | 214,375 | 474,611 | 13,650 | 30,220 | 14,469 | 32,032 | 15,319 | 33,916 |
| De Alverja | Kg | 0.64 | 113,388 | 251,034 | 7,220 | 15,984 | 7,653 | 16,943 | 8,103 | 17,939 |
| De Castilla | Kg | 2.67 | 473,042 | 1,047,283 | 30,120 | 66,683 | 31,927 | 70,683 | 33,804 | 74,840 |
| De Haba | Kg | 1.15 | 203,745 | 451,077 | 12,673 | 28,721 | 13,751 | 30,444 | 14,560 | 32,234 |
| De habilla | Kg | 0.49 | 86,813 | 192,198 | 5,528 | 12,238 | 5,859 | 12,972 | 6,204 | 13,735 |
| Machica | Kg | 1.71 | 302,960 | 670,732 | 19,280 | 42,707 | 20,447 | 45,269 | 21,650 | 47,931 |
| Maicena | Kg | 0.94 | 166,539 | 368,706 | 10,604 | 23,478 | 11,240 | 24,885 | 11,901 | 26,348 |
| CARNE LECHE Y HUEVOS | | | | | | | | | | |
| Carne Res | Kg | 2.90 | 513,791 | 1,137,498 | 32,714 | 72,427 | 34,677 | 76,772 | 36,716 | 81,287 |
| Hueso Res | Kg | 3.15 | 558,084 | 1,235,559 | 35,535 | 78,671 | 37,666 | 83,990 | 39,881 | 88,294 |
| Huevos | Unidades | 27.20 | 4,819,009 | 10,668,950 | 306,838 | 679,318 | 325,244 | 720,067 | 344,371 | 762,413 |
| Pescado | Kg | 2.23 | 395,088 | 874,697 | 25,156 | 55,694 | 26,665 | 59,035 | 28,233 | 62,507 |
| Pollo | Kg | 4.02 | 712,221 | 1,576,808 | 45,349 | 100,369 | 48,069 | 106,422 | 50,896 | 112,680 |
| Queso | Unidades | 1.93 | 341,937 | 757,025 | 21,772 | 48,202 | 23,078 | 51,093 | 24,435 | 54,098 |
| Mantequilla | Kg | 0.64 | 113,388 | 251,034 | 7,220 | 15,984 | 7,653 | 16,943 | 8,103 | 17,939 |
| Leche | litros | 15.00 | 2,657,542 | 5,883,612 | 163,212 | 374,624 | 179,362 | 397,096 | 189,910 | 420,449 |

DEMANDA DEL AÑO 4

| PRODUCTOS | |
|-----------------------------|----------|
| ALIMENTOS PROCESADOS | |
| Aceite | Unidades |
| Aliños | Unidades |
| Atún | Unidades |
| Café | Kg |
| Caramelos | Kg |
| Cocoa | Kg |
| Embutidos | Kg |
| Fideos | Kg |
| Gelatina | Kg |
| Jugos en polvo | Unidades |
| Manteca | Kg |
| Mermeladas | Unidades |
| Pan | Unidades |
| Sal | Kg |
| Salsa de Tomate | Unidades |
| Sardina | Unidades |
| Té | Unidades |
| OTROS | |
| Cepillo dental | Unidades |
| Detergente | Kg |
| Fosforos (10's) | paquetes |
| Jabón de lavar | Unidades |
| Jabón de tocador | Unidades |
| Papel higienico | Unidades |
| Pasta dental | Unidades |
| Toallas Sanitarias | Unidades |
| Pinoclin | Lt |
| Lavaplatos | 500 gr |
| Estropajos | Unidades |
| Lustre pisos | Unidades |
| Afeitadoras | Unidades |
| Trapeadores | Unidades |
| Crema para piel | Unidades |
| Escobas | Unidades |

| DEMANDA MENSUAL | DEMANDA TOTAL | | ESCENARIO PESIMISTA | | ESCENARIO CONSERVADOR | | ESCENARIO OPTIMISTA | | |
|-----------------------------|---------------|------------|---------------------|-----------|-----------------------|-----------|---------------------|-----------|-----------|
| | LATACUNGA | AMBATO | LATACUNGA | AMBATO | LATACUNGA | AMBATO | LATACUNGA | AMBATO | |
| FAMILIAR | 14,764 | 32,687 | 6.4% | 6.4% | 6.7% | 6.7% | 7.1% | 7.1% | |
| ALIMENTOS PROCESADOS | | | | | | | | | |
| | 4.60 | 814,980 | 1,804,308 | 51,892 | 114,885 | 55,004 | 121,776 | 58,239 | 128,938 |
| | 5.81 | 1,029,355 | 2,278,919 | 85,542 | 145,104 | 69,473 | 153,808 | 73,559 | 162,854 |
| | 4.00 | 708,678 | 1,568,963 | 45,123 | 88,900 | 47,830 | 105,892 | 50,643 | 112,120 |
| | 0.70 | 124,019 | 274,569 | 7,897 | 17,482 | 8,370 | 18,531 | 8,862 | 19,621 |
| | 0.91 | 161,224 | 356,939 | 10,268 | 22,727 | 10,881 | 24,090 | 11,521 | 25,507 |
| | 0.64 | 113,388 | 251,034 | 7,220 | 15,984 | 7,653 | 16,943 | 8,103 | 17,939 |
| | 2.43 | 430,522 | 953,145 | 27,412 | 60,689 | 29,057 | 64,330 | 30,766 | 68,113 |
| | 5.39 | 954,943 | 2,114,178 | 60,804 | 134,613 | 64,451 | 142,690 | 68,241 | 151,081 |
| | 1.00 | 177,169 | 392,241 | 11,281 | 24,975 | 11,957 | 26,473 | 12,661 | 28,030 |
| | 1.70 | 301,188 | 666,809 | 18,177 | 42,457 | 20,328 | 45,004 | 21,523 | 47,651 |
| | 1.05 | 186,028 | 411,853 | 11,845 | 26,224 | 12,555 | 27,797 | 13,294 | 29,431 |
| | 1.20 | 212,603 | 470,689 | 13,537 | 29,970 | 14,349 | 31,768 | 15,193 | 33,636 |
| | 150.00 | 26,575,419 | 58,836,120 | 1,692,123 | 3,748,242 | 1,793,624 | 3,970,958 | 1,899,105 | 4,204,486 |
| | 0.79 | 139,964 | 309,870 | 6,912 | 19,730 | 9,446 | 20,914 | 10,002 | 22,144 |
| | 2.10 | 372,056 | 823,706 | 23,690 | 52,447 | 25,111 | 55,593 | 26,587 | 58,863 |
| | 0.87 | 154,137 | 341,249 | 9,614 | 21,726 | 10,403 | 23,032 | 11,015 | 24,386 |
| | 1.20 | 212,603 | 470,689 | 13,537 | 29,970 | 14,349 | 31,768 | 15,193 | 33,636 |
| OTROS | | | | | | | | | |
| | 1.67 | 295,873 | 655,042 | 18,839 | 41,708 | 19,969 | 44,210 | 21,143 | 46,810 |
| | 0.98 | 173,626 | 384,396 | 11,055 | 24,475 | 11,718 | 25,944 | 12,407 | 27,469 |
| | 0.45 | 79,726 | 176,508 | 5,076 | 11,239 | 5,381 | 11,913 | 5,697 | 12,813 |
| | 20.00 | 3,543,389 | 7,844,816 | 225,616 | 489,499 | 239,150 | 529,461 | 253,214 | 560,598 |
| | 2.07 | 366,741 | 811,938 | 23,351 | 51,698 | 24,752 | 54,799 | 26,208 | 58,022 |
| | 0.60 | 1,700,827 | 3,765,512 | 108,296 | 239,759 | 114,792 | 254,141 | 121,543 | 269,087 |
| | 2.40 | 425,207 | 941,378 | 27,074 | 59,940 | 28,698 | 63,535 | 30,386 | 67,272 |
| | 2.20 | 389,773 | 862,930 | 24,818 | 54,945 | 26,306 | 58,241 | 27,854 | 61,666 |
| | 1.00 | 177,169 | 392,241 | 11,281 | 24,975 | 11,957 | 26,473 | 12,661 | 28,030 |
| | 0.50 | 88,585 | 196,120 | 5,640 | 12,487 | 5,979 | 13,237 | 6,330 | 14,015 |
| | 2.50 | 442,924 | 980,602 | 28,202 | 62,437 | 29,894 | 66,183 | 31,652 | 70,075 |
| | 1.00 | 177,169 | 392,241 | 11,281 | 24,975 | 11,957 | 26,473 | 12,661 | 28,030 |
| | 3.00 | 531,508 | 1,176,722 | 33,842 | 74,825 | 35,872 | 79,419 | 37,982 | 84,090 |
| | 0.30 | 53,151 | 117,672 | 3,384 | 7,492 | 3,587 | 7,942 | 3,798 | 8,409 |
| | 1.00 | 177,169 | 392,241 | 11,281 | 24,975 | 11,957 | 26,473 | 12,661 | 28,030 |
| | 0.30 | 53,151 | 117,672 | 3,384 | 7,492 | 3,587 | 7,942 | 3,798 | 8,409 |

DEMANDA DEL AÑO 5

| PRODUCTOS | DEMANDA MENSUAL FAMILIAR | DEMANDA TOTAL | | ESCENARIO PESIMISTA | | ESCENARIO CONSERVADOR | | ESCENARIO OPTIMISTA | | |
|---|--------------------------|---------------|-----------|---------------------|---------|-----------------------|---------|---------------------|---------|-----------|
| | | LATACUNGA | AMBATO | LATACUNGA | AMBATO | LATACUNGA | AMBATO | LATACUNGA | AMBATO | |
| | | 15,355 | 33,994 | 8.5% | 8.5% | 7.0% | 7.0% | 7.6% | 7.6% | |
| FRUTAS | | | | | | | | | | |
| Babaco | Unidades | 2.80 | 515,917 | 1,142,205 | 39,507 | 74,182 | 36,213 | 80,173 | 39,080 | 86,520 |
| Banano | racimo | 4.40 | 810,727 | 1,794,894 | 52,653 | 116,571 | 56,906 | 125,986 | 61,411 | 135,961 |
| Frutilla | Kg | 0.68 | 125,629 | 278,134 | 9,159 | 18,084 | 8,818 | 19,523 | 9,516 | 21,068 |
| Guayaba | Kg | 1.77 | 326,636 | 723,149 | 21,214 | 46,966 | 22,927 | 50,759 | 24,742 | 54,778 |
| Limón | Kg | 1.36 | 251,259 | 556,269 | 18,318 | 36,127 | 17,636 | 39,045 | 19,032 | 42,137 |
| Mandarina | Unidades | 25.00 | 4,606,406 | 10,198,261 | 299,167 | 662,356 | 323,331 | 715,831 | 348,929 | 772,504 |
| Manzana | Kg | 1.05 | 192,632 | 426,473 | 12,511 | 27,688 | 13,521 | 29,935 | 14,592 | 32,305 |
| Maracuya | Kg | 0.77 | 142,380 | 315,219 | 9,247 | 20,472 | 9,994 | 22,126 | 10,785 | 23,877 |
| Meión | Unidades | 1.20 | 221,107 | 489,517 | 14,360 | 31,792 | 15,520 | 34,360 | 16,749 | 37,080 |
| Mora | Kg | 1.36 | 251,259 | 556,269 | 18,318 | 36,127 | 17,636 | 39,045 | 19,032 | 42,137 |
| Naranja | Kg | 5.70 | 1,050,261 | 2,325,203 | 68,210 | 151,012 | 73,719 | 163,210 | 79,556 | 176,131 |
| NaranjaJilla | Kg | 1.77 | 326,636 | 723,149 | 21,214 | 46,966 | 22,927 | 50,759 | 24,742 | 54,778 |
| Papaya | Unidades | 2.00 | 368,512 | 815,861 | 23,933 | 52,987 | 25,866 | 57,267 | 27,914 | 61,800 |
| Pera | Kg | 0.91 | 167,506 | 370,846 | 10,879 | 24,085 | 11,757 | 26,030 | 12,688 | 28,091 |
| Piña | Unidades | 2.00 | 368,512 | 815,861 | 23,933 | 52,987 | 25,866 | 57,267 | 27,914 | 61,800 |
| Platano | racimo | 4.40 | 810,727 | 1,794,894 | 52,653 | 116,571 | 56,906 | 125,986 | 61,411 | 135,961 |
| Platano verde | racimo | 4.90 | 902,856 | 1,998,859 | 58,637 | 129,818 | 63,373 | 140,303 | 68,390 | 151,411 |
| Tamarindo | Kg | 0.45 | 83,753 | 185,423 | 5,438 | 12,042 | 5,879 | 13,015 | 6,344 | 14,046 |
| Tomate de árbol | Kg | 3.27 | 603,020 | 1,335,045 | 39,164 | 85,706 | 42,327 | 93,709 | 45,678 | 101,128 |
| Uvas | Kg | 1.59 | 293,135 | 648,980 | 19,038 | 42,149 | 20,576 | 45,553 | 22,205 | 49,159 |
| HORTALIZAS VERDURAS Y TUBERCULOS | | | | | | | | | | |
| Aceitga | porciones | 3.20 | 589,620 | 1,305,377 | 38,293 | 84,779 | 41,386 | 91,626 | 44,663 | 98,881 |
| Berro | porciones | 1.30 | 239,533 | 530,310 | 15,557 | 34,441 | 16,813 | 37,223 | 18,144 | 40,170 |
| Cebolla blanca | atados | 3.80 | 700,174 | 1,550,136 | 45,473 | 100,675 | 49,146 | 108,806 | 53,037 | 117,421 |
| Cebolla perla | atados | 3.70 | 681,748 | 1,509,343 | 44,277 | 98,026 | 47,853 | 105,943 | 51,641 | 114,331 |
| Col | Unidades | 2.10 | 386,938 | 856,654 | 25,130 | 55,656 | 27,160 | 60,130 | 29,310 | 64,890 |
| Hierba sal/dulce | atados | 3.20 | 589,620 | 1,305,377 | 38,293 | 84,779 | 41,386 | 91,626 | 44,663 | 98,881 |
| Lechuga | Unidades | 3.00 | 552,769 | 1,223,791 | 35,900 | 79,480 | 38,800 | 85,900 | 41,871 | 92,700 |
| Nabo | porciones | 0.60 | 110,554 | 244,758 | 7,180 | 15,896 | 7,760 | 17,180 | 8,374 | 18,540 |
| Papa Nabo | porciones | 0.60 | 110,554 | 244,758 | 7,180 | 15,896 | 7,760 | 17,180 | 8,374 | 18,540 |
| Papas | Kg | 50.00 | 9,212,812 | 20,396,521 | 596,335 | 1,324,671 | 646,661 | 1,431,663 | 697,858 | 1,545,008 |
| Pimiento | Kg | 1.55 | 285,597 | 632,292 | 18,548 | 41,065 | 20,046 | 44,382 | 21,634 | 47,895 |
| Rabanos | porciones | 0.75 | 138,192 | 305,948 | 8,975 | 19,870 | 8,700 | 21,475 | 10,468 | 23,175 |
| Remolacha | porciones | 0.85 | 156,618 | 346,741 | 10,172 | 22,519 | 10,993 | 24,338 | 11,864 | 26,265 |
| Tomate riñon | Kg | 7.43 | 1,369,024 | 3,030,923 | 88,913 | 196,848 | 96,094 | 212,745 | 103,702 | 229,588 |
| Vainita | porciones | 3.50 | 644,897 | 1,427,757 | 41,883 | 92,727 | 45,266 | 100,216 | 48,850 | 108,151 |
| Yuca | Kg | 0.96 | 176,886 | 391,613 | 11,488 | 25,434 | 12,416 | 27,486 | 13,399 | 29,664 |
| Zanahoria | porciones | 1.09 | 200,839 | 444,644 | 13,044 | 28,873 | 14,097 | 31,210 | 15,213 | 33,681 |

DEMANDA DEL AÑO 5

| PRODUCTOS | DEMANDA MENSUAL FAMILIAR | DEMANDA TOTAL | | ESCENARIO PEBIMISTA | | ESCENARIO CONSERVADOR | | ESCENARIO OPTIMISTA | | |
|-----------------------------|--------------------------|-----------------------------|-----------|---------------------|---------|-----------------------|---------|---------------------|---------|---------|
| | | LATACUNGA | AMBATO | LATACUNGA | AMBATO | LATACUNGA | AMBATO | LATACUNGA | AMBATO | |
| | | 15,355 | 33,994 | 6.6% | 6.6% | 7.0% | 7.0% | 7.6% | 7.6% | |
| GRANOS | | GRANOS | | | | | | | | |
| Alverja | Kg | 2.62 | 482,751 | 1,068,778 | 37,953 | 89,419 | 33,885 | 75,019 | 36,568 | 80,958 |
| Arrocillo | Kg | 0.36 | 66,332 | 146,855 | 4,308 | 8,538 | 4,656 | 10,308 | 5,025 | 11,124 |
| Arroz | Kg | 17.73 | 3,266,863 | 7,232,607 | 212,159 | 499,728 | 229,306 | 507,668 | 247,460 | 547,860 |
| Arroz de cebada | Kg | 1.36 | 250,588 | 554,785 | 16,275 | 36,031 | 17,589 | 38,941 | 18,982 | 42,024 |
| Azucar | Kg | 8.18 | 1,507,216 | 3,336,871 | 97,888 | 216,716 | 105,794 | 234,220 | 114,170 | 252,763 |
| Canguil | Kg | 1.71 | 315,078 | 697,561 | 20,463 | 45,904 | 22,116 | 48,963 | 23,867 | 52,839 |
| Choco | Kg | 1.34 | 246,903 | 546,627 | 18,035 | 35,501 | 17,331 | 38,369 | 18,703 | 41,406 |
| Chocio | Unidades | 18.00 | 3,316,612 | 7,342,748 | 215,400 | 476,882 | 232,798 | 515,399 | 251,229 | 556,203 |
| Frejol | Kg | 2.99 | 550,926 | 1,219,712 | 36,760 | 79,215 | 38,670 | 85,613 | 41,732 | 92,391 |
| Habas | Kg | 3.04 | 560,139 | 1,240,109 | 36,379 | 80,540 | 39,317 | 87,045 | 42,430 | 93,937 |
| Lentejón | Kg | 0.97 | 178,729 | 395,693 | 11,608 | 25,699 | 12,545 | 27,774 | 13,538 | 29,973 |
| Maiz | Kg | 0.60 | 110,554 | 244,758 | 7,180 | 15,696 | 7,760 | 17,180 | 8,374 | 18,540 |
| Mani | Kg | 1.23 | 226,635 | 501,754 | 14,719 | 32,587 | 15,908 | 35,219 | 17,167 | 38,007 |
| Morocho partido | Kg | 1.06 | 195,312 | 432,406 | 12,685 | 28,083 | 13,709 | 30,351 | 14,795 | 32,754 |
| Mote | Kg | 0.77 | 141,877 | 314,106 | 9,214 | 20,400 | 9,959 | 22,048 | 10,747 | 23,793 |
| Quinoa | Kg | 0.55 | 101,341 | 224,362 | 6,582 | 14,571 | 7,113 | 15,748 | 7,676 | 16,995 |
| HARINAS | | HARINAS | | | | | | | | |
| Avena | Kg | 1.21 | 222,950 | 493,596 | 14,480 | 32,057 | 15,649 | 34,646 | 16,888 | 37,389 |
| De Alverja | Kg | 0.64 | 117,924 | 261,075 | 7,659 | 16,856 | 8,277 | 18,325 | 8,933 | 19,776 |
| De Castilla | Kg | 2.67 | 491,964 | 1,089,174 | 31,951 | 70,737 | 34,532 | 76,451 | 37,266 | 82,503 |
| De Haba | Kg | 1.15 | 211,895 | 469,120 | 13,762 | 30,467 | 14,673 | 32,928 | 16,051 | 35,535 |
| De habilla | Kg | 0.49 | 90,286 | 199,886 | 5,864 | 12,982 | 6,337 | 14,030 | 6,839 | 15,141 |
| Machica | Kg | 1.71 | 315,078 | 697,561 | 20,463 | 45,904 | 22,116 | 48,963 | 23,867 | 52,839 |
| Maicena | Kg | 0.94 | 173,201 | 383,455 | 11,249 | 24,804 | 12,157 | 26,915 | 13,120 | 29,046 |
| CARNE LECHE Y HUEVOS | | CARNE LECHE Y HUEVOS | | | | | | | | |
| Came Res | Kg | 2.90 | 534,343 | 1,182,998 | 34,703 | 76,631 | 37,506 | 83,036 | 40,476 | 89,610 |
| Hueso Res | Kg | 3.15 | 580,407 | 1,284,981 | 37,695 | 83,454 | 40,740 | 90,195 | 43,965 | 97,336 |
| Huevos | Unidades | 27.20 | 5,011,770 | 11,095,708 | 325,494 | 720,621 | 351,784 | 778,825 | 379,635 | 840,485 |
| Pescado | Kg | 2.23 | 410,891 | 909,685 | 28,680 | 59,080 | 28,841 | 63,852 | 31,124 | 68,907 |
| Pollo | Kg | 4.02 | 740,710 | 1,639,880 | 48,106 | 106,504 | 51,992 | 115,108 | 56,108 | 124,219 |
| Queso | Unidades | 1.93 | 355,615 | 787,306 | 23,066 | 51,132 | 24,961 | 55,262 | 26,937 | 59,637 |
| Mantequilla | Kg | 0.64 | 117,924 | 261,075 | 7,659 | 16,856 | 8,277 | 18,325 | 8,933 | 19,776 |
| Leche | litros | 15.00 | 2,763,844 | 6,118,956 | 179,500 | 397,401 | 193,998 | 429,499 | 209,357 | 463,502 |

| PRODUCTOS | | DEMANDA DEL AÑO 5 | | | | | | | | |
|----------------------|----------|--------------------------|---------------|------------|---------------------|-----------|-----------------------|-----------|---------------------|-----------|
| | | DEMANDA MENSUAL FAMILIAR | DEMANDA TOTAL | | ESCENARIO PESIMISTA | | ESCENARIO CONSERVADOR | | ESCENARIO OPTIMISTA | |
| | | | LATACUNGA | AMBATO | LATACUNGA | AMBATO | LATACUNGA | AMBATO | LATACUNGA | AMBATO |
| | | 15,355 | 33,994 | 6.5% | 6.5% | 7.0% | 7.0% | 7.6% | 7.6% | |
| ALIMENTOS PROCESADOS | | ALIMENTOS PROCESADOS | | | | | | | | |
| Aceite | Unidades | 4.60 | 847,579 | 1,876,480 | 155,047 | 121,670 | 59,493 | 131,713 | 64,203 | 142,141 |
| Aliños | Unidades | 5.81 | 1,070,529 | 2,370,076 | 89,526 | 153,927 | 75,142 | 166,359 | 81,091 | 179,530 |
| Atún | Unidades | 4.00 | 737,025 | 1,631,722 | 47,667 | 105,974 | 51,733 | 114,533 | 55,829 | 123,601 |
| Café | Kg | 0.70 | 128,979 | 285,551 | 6,377 | 18,545 | 9,053 | 20,043 | 9,770 | 21,630 |
| Caramelos | Kg | 0.91 | 167,673 | 371,217 | 10,690 | 24,109 | 11,769 | 26,056 | 12,701 | 28,119 |
| Cocoa | Kg | 0.64 | 117,924 | 261,075 | 7,659 | 16,956 | 8,277 | 18,325 | 8,933 | 19,776 |
| Embutidos | Kg | 2.43 | 447,743 | 991,271 | 29,079 | 64,379 | 31,428 | 69,579 | 33,916 | 75,087 |
| Fideos | Kg | 5.39 | 993,141 | 2,198,745 | 64,500 | 142,800 | 69,710 | 154,333 | 75,229 | 166,552 |
| Gelatina | Kg | 1.00 | 184,256 | 407,930 | 11,967 | 26,493 | 12,933 | 28,633 | 13,957 | 30,900 |
| Jugos en polvo | Unidades | 1.70 | 313,236 | 693,482 | 20,343 | 45,039 | 21,986 | 48,677 | 23,727 | 52,530 |
| Manteca | Kg | 1.05 | 193,469 | 428,327 | 12,565 | 27,818 | 13,580 | 30,065 | 14,655 | 32,445 |
| Mermeladas | Unidades | 1.20 | 221,107 | 489,517 | 14,360 | 31,792 | 15,520 | 34,360 | 16,749 | 37,080 |
| Pan | Unidades | 150.00 | 27,638,436 | 61,189,564 | 1,795,004 | 3,974,019 | 1,939,984 | 4,294,988 | 2,093,573 | 4,635,025 |
| Sal | Kg | 0.79 | 145,562 | 322,265 | 8,454 | 20,830 | 10,217 | 22,620 | 11,026 | 24,411 |
| Salsa de Tomate | Unidades | 2.10 | 386,938 | 856,654 | 25,130 | 55,636 | 27,160 | 60,130 | 29,310 | 64,890 |
| Sardina | Unidades | 0.87 | 160,303 | 354,899 | 10,411 | 23,049 | 11,252 | 24,911 | 12,143 | 26,883 |
| Té | Unidades | 1.20 | 221,107 | 489,517 | 14,360 | 31,792 | 15,520 | 34,360 | 16,749 | 37,080 |
| OTROS | | OTROS | | | | | | | | |
| Cepillo dental | Unidades | 1.67 | 307,708 | 681,244 | 19,984 | 44,244 | 21,598 | 47,818 | 23,308 | 51,603 |
| Detergente | Kg | 0.98 | 180,571 | 399,772 | 11,727 | 25,964 | 12,675 | 28,061 | 13,678 | 30,282 |
| Fosforos (10's) | paquetes | 0.45 | 82,915 | 183,569 | 5,365 | 11,922 | 5,820 | 12,885 | 6,281 | 13,905 |
| Jabón de lavar | Unidades | 20.00 | 3,685,125 | 8,158,609 | 289,234 | 529,666 | 258,664 | 572,665 | 279,143 | 618,003 |
| Jabón de tocador | Unidades | 2.07 | 381,410 | 844,416 | 24,771 | 54,841 | 26,772 | 59,271 | 28,891 | 63,963 |
| Papel higiénico | Unidades | 9.60 | 1,768,860 | 3,916,132 | 114,880 | 254,337 | 124,159 | 274,879 | 133,989 | 296,642 |
| Pasta dental | Unidades | 2.40 | 442,215 | 979,033 | 28,720 | 63,584 | 31,040 | 68,720 | 33,497 | 74,160 |
| Toallas Sanitarias | Unidades | 2.20 | 405,364 | 897,447 | 26,327 | 58,286 | 28,453 | 62,993 | 30,706 | 67,980 |
| Pinoclin | Lt | 1.00 | 184,256 | 407,930 | 11,967 | 26,493 | 12,933 | 28,633 | 13,957 | 30,900 |
| Lavaplatos | 500 gr | 0.50 | 92,128 | 203,965 | 5,963 | 13,247 | 6,467 | 14,317 | 6,979 | 15,450 |
| Estropajos | Unidades | 2.50 | 460,641 | 1,019,826 | 29,917 | 66,234 | 32,333 | 71,583 | 34,893 | 77,250 |
| Lustre pisos | Unidades | 1.00 | 184,256 | 407,930 | 11,967 | 26,493 | 12,933 | 28,633 | 13,957 | 30,900 |
| Afeitadoras | Unidades | 3.00 | 552,769 | 1,223,791 | 35,900 | 79,480 | 38,800 | 85,900 | 41,871 | 92,700 |
| Trapeadores | Unidades | 0.30 | 55,277 | 122,379 | 3,590 | 7,948 | 3,880 | 8,590 | 4,187 | 9,270 |
| Crema para piel | Unidades | 1.00 | 184,256 | 407,930 | 11,967 | 26,493 | 12,933 | 28,633 | 13,957 | 30,900 |
| Escobas | Unidades | 0.30 | 55,277 | 122,379 | 3,590 | 7,948 | 3,880 | 8,590 | 4,187 | 9,270 |

DEMANDA DEL AÑO 6

| PRODUCTOS | DEMANDA MENSUAL | DEMANDA TOTAL | | ESCENARIO PESIMISTA | | ESCENARIO CONSERVADOR | | ESCENARIO OPTIMISTA | | |
|--------------------------------------|-----------------|---|-----------|---------------------|-----------|-----------------------|-----------|---------------------|-----------|-----------|
| | | FAMILIAR | LATACUNGA | AMBATO | LATACUNGA | AMBATO | LATACUNGA | AMBATO | LATACUNGA | AMBATO |
| | | | 15,969 | 35,354 | 6.6% | 6.6% | 7.3% | 7.3% | 8.0% | 8.0% |
| FRUTAS | | FRUTAS | | | | | | | | |
| Babaco | Unidades | 2.80 | 536,554 | 1,187,893 | 35,544 | 78,692 | 39,168 | 86,715 | 43,082 | 95,380 |
| Banano | racimo | 4.40 | 843,157 | 1,866,690 | 55,855 | 123,859 | 61,550 | 136,267 | 67,700 | 149,883 |
| Frutilla | Kg | 0.68 | 190,654 | 289,260 | 8,655 | 19,162 | 5,538 | 21,116 | 10,491 | 23,226 |
| Guayaba | Kg | 1.77 | 339,702 | 752,075 | 22,503 | 49,821 | 24,798 | 54,901 | 27,276 | 60,387 |
| Limón | Kg | 1.36 | 261,309 | 578,520 | 17,310 | 38,324 | 19,075 | 42,231 | 20,981 | 46,451 |
| Mandarina | Unidades | 25.00 | 4,790,662 | 10,606,191 | 317,357 | 702,606 | 349,714 | 774,243 | 384,659 | 851,609 |
| Manzana | Kg | 1.05 | 200,337 | 443,532 | 13,271 | 29,382 | 14,624 | 32,377 | 16,086 | 35,613 |
| Maracuya | Kg | 0.77 | 148,075 | 327,828 | 9,809 | 21,717 | 10,809 | 23,931 | 11,889 | 26,322 |
| Melón | Unidades | 1.20 | 229,952 | 509,097 | 15,233 | 33,725 | 16,786 | 37,164 | 18,464 | 40,877 |
| Mora | Kg | 1.36 | 261,309 | 578,520 | 17,310 | 38,324 | 19,075 | 42,231 | 20,981 | 46,451 |
| Naranja | Kg | 5.70 | 1,092,271 | 2,418,212 | 72,357 | 160,194 | 79,735 | 176,527 | 87,702 | 194,167 |
| NaranjaJilla | Kg | 1.77 | 339,702 | 752,075 | 22,503 | 49,821 | 24,798 | 54,901 | 27,276 | 60,387 |
| Papaya | Unidades | 2.00 | 383,253 | 848,495 | 25,389 | 56,206 | 27,977 | 61,939 | 30,773 | 68,129 |
| Pera | Kg | 0.91 | 174,206 | 385,680 | 11,549 | 25,549 | 12,717 | 28,154 | 13,988 | 30,968 |
| Piña | Unidades | 2.00 | 383,253 | 848,495 | 25,389 | 56,206 | 27,977 | 61,939 | 30,773 | 68,129 |
| Platano | racimo | 4.40 | 843,157 | 1,866,690 | 55,855 | 123,859 | 61,550 | 136,267 | 67,700 | 149,883 |
| Platano verde | racimo | 4.90 | 938,970 | 2,078,813 | 62,202 | 137,711 | 68,544 | 151,752 | 75,393 | 166,915 |
| Tamarindo | Kg | 0.45 | 87,103 | 192,840 | 5,770 | 12,775 | 6,358 | 14,077 | 6,994 | 15,484 |
| Tomate de árbol | Kg | 3.27 | 627,141 | 1,388,447 | 41,545 | 91,977 | 45,781 | 101,355 | 50,355 | 111,483 |
| Uvas | Kg | 1.59 | 304,860 | 674,939 | 20,195 | 44,711 | 22,255 | 49,270 | 24,478 | 54,193 |
| TALIZAS VERDURAS Y TUBERCULOS | | HORTALIZAS VERDURAS Y TUBERCULOS | | | | | | | | |
| Aceiga | porciones | 3.20 | 613,205 | 1,357,592 | 40,822 | 89,934 | 44,763 | 99,103 | 49,236 | 109,006 |
| Berro | porciones | 1.30 | 249,114 | 551,522 | 16,503 | 36,535 | 18,185 | 40,261 | 20,002 | 44,284 |
| Cebolla blanca | atados | 3.80 | 728,181 | 1,612,141 | 48,238 | 108,796 | 53,157 | 117,685 | 58,468 | 129,445 |
| Cebolla perla | atados | 3.70 | 709,018 | 1,569,716 | 46,969 | 103,986 | 51,758 | 114,588 | 56,930 | 126,038 |
| Col | Unidades | 2.10 | 402,416 | 890,920 | 28,658 | 59,019 | 29,376 | 65,036 | 32,311 | 71,535 |
| Hierba sal/dulce | atados | 3.20 | 613,205 | 1,357,592 | 40,822 | 89,934 | 44,763 | 99,103 | 49,236 | 109,006 |
| Lechuga | Unidades | 3.00 | 574,879 | 1,272,743 | 38,083 | 84,313 | 41,966 | 92,909 | 46,159 | 102,193 |
| Nabo | porciones | 0.60 | 114,976 | 254,549 | 7,617 | 16,863 | 8,393 | 18,582 | 9,232 | 20,439 |
| Papa Nabo | porciones | 0.60 | 114,976 | 254,549 | 7,617 | 16,863 | 8,393 | 18,582 | 9,232 | 20,439 |
| Papas | Kg | 50.00 | 9,581,325 | 21,212,382 | 634,713 | 1,405,211 | 699,429 | 1,548,486 | 769,318 | 1,703,217 |
| Pimiento | Kg | 1.55 | 297,021 | 657,584 | 19,676 | 43,562 | 21,682 | 48,003 | 23,849 | 52,800 |
| Rabanos | porciones | 0.75 | 143,720 | 318,186 | 9,521 | 21,078 | 10,491 | 23,227 | 11,540 | 25,548 |
| Remolacha | porciones | 0.85 | 162,883 | 360,610 | 10,790 | 23,980 | 11,890 | 26,324 | 13,078 | 28,955 |
| Tomate riñon | Kg | 7.43 | 1,423,785 | 3,152,160 | 94,318 | 208,614 | 103,935 | 230,105 | 114,321 | 253,098 |
| Yainita | porciones | 3.50 | 670,693 | 1,484,867 | 44,430 | 98,365 | 48,960 | 108,394 | 53,852 | 119,225 |
| Yuca | Kg | 0.96 | 183,961 | 407,278 | 12,166 | 26,980 | 13,429 | 29,731 | 14,771 | 32,702 |
| Zanahoria | porciones | 1.09 | 208,873 | 462,430 | 13,837 | 30,634 | 15,248 | 33,757 | 16,771 | 37,130 |

| DEMANDA DEL AÑO 6 | | | | | | | | | | |
|-----------------------------|-----------------|---------------|-----------|---------------------|-----------|-----------------------|-----------|---------------------|-----------|---------|
| PRODUCTOS | DEMANDA MENSUAL | DEMANDA TOTAL | | ESCENARIO PEGAJISTA | | ESCENARIO CONSERVADOR | | ESCENARIO OPTIMISTA | | |
| | | FAMILIAR | LATACUNGA | AMBATO | LATACUNGA | AMBATO | LATACUNGA | AMBATO | LATACUNGA | AMBATO |
| | | | 15,969 | 35,354 | 6.6% | 6.6% | 7.3% | 7.3% | 8.0% | 8.0% |
| GRANOS | | | | | | | | | | |
| Alverja | Kg | 2.62 | 502,061 | 1,111,529 | 33,254 | 73,833 | 36,650 | 81,141 | 40,312 | 89,249 |
| Arrocillo | Kg | 0.36 | 68,986 | 152,729 | 1,670 | 10,118 | 5,036 | 11,149 | 5,539 | 12,263 |
| Arroz | Kg | 17.73 | 3,397,538 | 7,521,911 | 226,059 | 498,298 | 248,017 | 549,093 | 272,800 | 603,961 |
| Arroz de cebada | Kg | 1.36 | 260,612 | 576,977 | 17,264 | 38,222 | 19,024 | 42,119 | 20,925 | 46,328 |
| Azucar | Kg | 8.18 | 1,567,505 | 3,470,346 | 103,839 | 229,893 | 114,427 | 253,332 | 125,860 | 278,646 |
| Canguil | Kg | 1.71 | 327,681 | 725,463 | 21,707 | 48,058 | 23,920 | 52,958 | 26,311 | 58,250 |
| Chocho | Kg | 1.34 | 256,779 | 568,492 | 17,010 | 37,960 | 18,745 | 41,499 | 20,618 | 45,646 |
| Choclo | Unidades | 18.00 | 3,449,277 | 7,636,458 | 226,497 | 505,876 | 251,794 | 557,455 | 276,955 | 613,158 |
| Frejol | Kg | 2.99 | 572,963 | 1,268,500 | 37,956 | 84,032 | 41,826 | 92,599 | 46,005 | 101,852 |
| Habas | Kg | 3.04 | 582,545 | 1,289,713 | 36,591 | 85,437 | 42,525 | 94,148 | 46,775 | 103,556 |
| Lentejón | Kg | 0.97 | 185,878 | 411,520 | 12,315 | 27,281 | 13,569 | 30,041 | 14,925 | 33,042 |
| Maiz | Kg | 0.60 | 114,976 | 254,549 | 7,817 | 16,983 | 8,393 | 18,582 | 9,232 | 20,439 |
| Mani | Kg | 1.23 | 235,701 | 521,825 | 15,814 | 34,568 | 17,206 | 38,093 | 18,925 | 41,899 |
| Morocho partido | Kg | 1.06 | 203,124 | 449,703 | 13,496 | 29,790 | 14,828 | 32,828 | 16,310 | 36,108 |
| Mote | Kg | 0.77 | 147,552 | 326,671 | 9,775 | 21,640 | 10,771 | 23,847 | 11,848 | 26,230 |
| Quinua | Kg | 0.55 | 105,395 | 233,336 | 6,982 | 15,457 | 7,694 | 17,033 | 8,463 | 18,735 |
| HARINAS | | | | | | | | | | |
| Avena | Kg | 1.21 | 231,868 | 513,340 | 15,360 | 34,006 | 16,926 | 37,473 | 18,618 | 41,218 |
| De Alverja | Kg | 0.64 | 122,641 | 271,518 | 8,124 | 17,987 | 8,953 | 19,821 | 9,847 | 21,801 |
| De Castilla | Kg | 2.67 | 511,643 | 1,132,741 | 33,884 | 75,038 | 37,349 | 82,689 | 41,082 | 90,952 |
| De Haba | Kg | 1.15 | 220,370 | 487,885 | 14,588 | 32,320 | 16,087 | 35,615 | 17,694 | 39,174 |
| De habilla | Kg | 0.49 | 93,897 | 207,881 | 8,220 | 18,721 | 6,854 | 15,175 | 7,539 | 16,692 |
| Machica | Kg | 1.71 | 327,681 | 725,463 | 21,707 | 48,058 | 23,920 | 52,958 | 26,311 | 58,250 |
| Maicena | Kg | 0.94 | 180,129 | 398,793 | 11,833 | 26,418 | 13,149 | 29,112 | 14,463 | 32,020 |
| CARNE LECHE Y HUEVOS | | | | | | | | | | |
| Carne Res | Kg | 2.90 | 555,717 | 1,230,318 | 36,613 | 81,502 | 40,567 | 89,812 | 44,620 | 98,787 |
| Hueso Res | Kg | 3.15 | 603,623 | 1,336,380 | 39,987 | 88,528 | 44,064 | 97,555 | 48,467 | 107,303 |
| Huevos | Unidades | 27.20 | 5,212,241 | 11,539,536 | 346,284 | 764,436 | 380,489 | 842,377 | 418,509 | 926,550 |
| Pescado | Kg | 2.23 | 427,327 | 946,072 | 28,308 | 62,872 | 31,195 | 69,062 | 34,312 | 75,963 |
| Pollo | Kg | 4.02 | 770,338 | 1,705,476 | 51,031 | 112,979 | 56,234 | 124,498 | 61,853 | 136,939 |
| Queso | Unidades | 1.93 | 369,839 | 818,798 | 24,500 | 54,241 | 26,998 | 59,772 | 29,696 | 65,744 |
| Mantequilla | Kg | 0.64 | 122,641 | 271,518 | 8,124 | 17,987 | 8,953 | 19,821 | 9,847 | 21,801 |
| Leche | litros | 15.00 | 2,874,397 | 6,363,715 | 180,414 | 421,563 | 209,829 | 464,546 | 230,796 | 510,965 |

DEMANDA DEL AÑO 6

| PRODUCTOS | | DEMANDA MENSUAL | DEMANDA TOTAL | | ESCENARIO PESIMISTA | | ESCENARIO CONSERVADOR | | ESCENARIO OPTIMISTA | | |
|-----------------------------|----------|-----------------|-----------------------------|------------|---------------------|-----------|-----------------------|-----------|---------------------|-----------|--------|
| | | | FAMILIAR | LATACUNGA | AMBATO | LATACUNGA | AMBATO | LATACUNGA | AMBATO | LATACUNGA | AMBATO |
| | | | | 15,969 | 35,354 | 8.3% | 8.8% | 7.3% | 7.3% | 8.0% | 8.0% |
| ALIMENTOS PROCESADOS | | | ALIMENTOS PROCESADOS | | | | | | | | |
| Aceite | Unidades | 4.60 | 881,482 | 1,951,539 | 58,384 | 129,278 | 64,347 | 142,461 | 70,777 | 156,696 | |
| Ajiños | Unidades | 5.81 | 1,113,350 | 2,464,879 | 73,754 | 163,286 | 81,274 | 179,934 | 89,395 | 197,914 | |
| Atún | Unidades | 4.00 | 766,506 | 1,696,991 | 50,777 | 112,417 | 55,954 | 123,879 | 61,545 | 136,257 | |
| Café | Kg | 0.70 | 134,139 | 296,973 | 6,886 | 15,873 | 9,792 | 21,679 | 10,770 | 23,845 | |
| Caramelos | Kg | 0.91 | 174,380 | 386,065 | 11,552 | 25,575 | 12,730 | 28,182 | 14,002 | 30,999 | |
| Cocoa | Kg | 0.64 | 122,641 | 271,518 | 3,424 | 17,987 | 8,953 | 19,821 | 9,847 | 21,801 | |
| Embutidos | Kg | 2.43 | 465,652 | 1,030,922 | 30,547 | 68,293 | 33,992 | 75,256 | 37,389 | 82,776 | |
| Fideos | Kg | 5.39 | 1,032,867 | 2,286,695 | 68,422 | 151,482 | 75,398 | 166,927 | 82,933 | 183,607 | |
| Gelatina | Kg | 1.00 | 191,626 | 424,248 | 12,694 | 28,104 | 13,989 | 30,970 | 15,386 | 34,064 | |
| Jugos en polvo | Unidades | 1.70 | 325,765 | 721,221 | 21,580 | 47,777 | 23,781 | 52,649 | 26,157 | 57,909 | |
| Manteca | Kg | 1.05 | 201,208 | 445,460 | 13,629 | 29,309 | 14,688 | 32,518 | 16,156 | 35,768 | |
| Mermeladas | Unidades | 1.20 | 229,952 | 509,097 | 15,233 | 33,725 | 16,786 | 37,164 | 18,464 | 40,877 | |
| Pan | Unidades | 150.00 | 28,743,974 | 63,637,147 | 1,904,140 | 4,215,633 | 2,098,286 | 4,645,459 | 2,307,955 | 5,109,651 | |
| Sal | Kg | 0.79 | 151,385 | 335,156 | 10,028 | 22,202 | 11,051 | 24,466 | 12,155 | 26,911 | |
| Salsa de Tomate | Unidades | 2.10 | 402,416 | 890,920 | 28,658 | 59,019 | 29,376 | 65,036 | 32,311 | 71,535 | |
| Sardina | Unidades | 0.87 | 166,715 | 369,095 | 11,044 | 24,451 | 12,170 | 26,944 | 13,386 | 29,638 | |
| Té | Unidades | 1.20 | 229,952 | 509,097 | 15,233 | 33,725 | 16,786 | 37,164 | 18,464 | 40,877 | |
| OTROS | | | OTROS | | | | | | | | |
| Cepillo dental | Unidades | 1.67 | 320,016 | 708,494 | 21,189 | 46,934 | 23,361 | 51,719 | 25,695 | 56,887 | |
| Detergente | Kg | 0.98 | 187,794 | 415,763 | 12,440 | 27,542 | 13,709 | 30,350 | 15,079 | 33,383 | |
| Fosforos (10's) | paquetes | 0.45 | 86,232 | 190,911 | 5,712 | 12,647 | 6,295 | 13,936 | 6,924 | 15,329 | |
| Jabón de lavar | Unidades | 20.00 | 3,832,530 | 8,484,953 | 253,885 | 562,084 | 279,772 | 619,395 | 307,727 | 681,287 | |
| Jabón de tocador | Unidades | 2.07 | 396,667 | 878,193 | 28,277 | 58,478 | 28,956 | 64,107 | 31,850 | 70,513 | |
| Papel higienico | Unidades | 9.60 | 1,839,614 | 4,072,777 | 121,865 | 269,801 | 134,290 | 297,309 | 147,709 | 327,018 | |
| Pasta dental | Unidades | 2.40 | 459,904 | 1,018,194 | 30,466 | 67,450 | 33,573 | 74,327 | 36,927 | 81,754 | |
| Toallas Sanitarias | Unidades | 2.20 | 421,578 | 933,345 | 27,677 | 61,629 | 30,775 | 68,133 | 33,850 | 74,942 | |
| Pinoclin | Ll | 1.00 | 191,626 | 424,248 | 12,694 | 28,104 | 13,989 | 30,970 | 15,386 | 34,064 | |
| Lavaplatos | 500 gr | 0.50 | 95,813 | 212,124 | 6,347 | 14,052 | 6,994 | 15,485 | 7,693 | 17,032 | |
| Estropajos | Unidades | 2.50 | 479,066 | 1,060,619 | 31,738 | 70,281 | 34,971 | 77,424 | 38,466 | 85,161 | |
| Lustre pisos | Unidades | 1.00 | 191,626 | 424,248 | 12,694 | 28,104 | 13,989 | 30,970 | 15,386 | 34,064 | |
| Afeitadoras | Unidades | 3.00 | 574,879 | 1,272,743 | 38,083 | 84,313 | 41,966 | 92,909 | 46,159 | 102,193 | |
| Trapeadores | Unidades | 0.30 | 57,488 | 127,274 | 18,808 | 41,431 | 4,197 | 9,291 | 4,616 | 10,219 | |
| Crema para piel | Unidades | 1.00 | 191,626 | 424,248 | 12,694 | 28,104 | 13,989 | 30,970 | 15,386 | 34,064 | |
| Escobas | Unidades | 0.30 | 57,488 | 127,274 | 18,808 | 41,431 | 4,197 | 9,291 | 4,616 | 10,219 | |

Anexo 7

Presupuesto de Ventas

| PRODUCTOS | PROYECCION VENTAS AÑO 1 | | | | | | | | | | | | |
|-----------------------------|--------------------------|----------------|----------------|----------------|----------------|----------------|----------------|------------------|----------------------------|------------------|-----------|-------------|--------------|
| | LATACUNGA | | | | AMBATO | | | | TOTAL (LATACUNGA + AMBATO) | | | | |
| | PRECIO UNITARIO DE VENTA | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA |
| GRANOS | | | | | | | | | | | | | |
| Avena | 1.80 | 44,567 | 44,567 | 44,567 | 98,668 | 98,668 | 98,668 | 143,235 | 143,235 | 143,235 | 5,467 | 5,467 | 143 |
| De Avena | 0.50 | 1,701 | 1,701 | 1,701 | 3,766 | 3,766 | 3,766 | 5,467 | 5,467 | 5,467 | | | 5 |
| Arroz | 0.60 | 100,531 | 100,531 | 100,531 | 222,569 | 222,569 | 222,569 | 323,100 | 323,100 | 323,100 | | | 323 |
| De Arroz de cebada | 0.50 | 6,426 | 6,426 | 6,426 | 14,227 | 14,227 | 14,227 | 20,653 | 20,653 | 20,653 | | | 20 |
| Azúcar | 0.60 | 46,381 | 46,381 | 46,381 | 102,685 | 102,685 | 102,685 | 149,067 | 149,067 | 149,067 | | | 149 |
| Canguil | 0.80 | 12,928 | 12,928 | 12,928 | 28,621 | 28,621 | 28,621 | 41,549 | 41,549 | 41,549 | | | 41 |
| Chucho | 0.40 | 5,065 | 5,065 | 5,065 | 11,214 | 11,214 | 11,214 | 16,280 | 16,280 | 16,280 | | | 16 |
| Choclo | 0.15 | 25,515 | 25,515 | 25,515 | 56,490 | 56,490 | 56,490 | 82,005 | 82,005 | 82,005 | | | 82 |
| Frejol | 0.60 | 16,954 | 16,954 | 16,954 | 37,534 | 37,534 | 37,534 | 54,488 | 54,488 | 54,488 | | | 54 |
| Habas | 0.60 | 17,237 | 17,237 | 17,237 | 38,162 | 38,162 | 38,162 | 55,399 | 55,399 | 55,399 | | | 55 |
| Lentejon | 0.70 | 6,417 | 6,417 | 6,417 | 14,206 | 14,206 | 14,206 | 20,623 | 20,623 | 20,623 | | | 20 |
| Maiz | 1.20 | 6,804 | 6,804 | 6,804 | 15,064 | 15,064 | 15,064 | 21,868 | 21,868 | 21,868 | | | 21 |
| Mami | 0.45 | 5,231 | 5,231 | 5,231 | 11,580 | 11,580 | 11,580 | 16,811 | 16,811 | 16,811 | | | 16 |
| Morochu partido | 0.20 | 2,003 | 2,003 | 2,003 | 4,435 | 4,435 | 4,435 | 6,439 | 6,439 | 6,439 | | | 6 |
| Mote | 1.50 | 10,915 | 10,915 | 10,915 | 24,165 | 24,165 | 24,165 | 35,080 | 35,080 | 35,080 | | | 35 |
| Quinoa | 2.00 | 10,395 | 10,395 | 10,395 | 23,014 | 23,014 | 23,014 | 33,409 | 33,409 | 33,409 | | | 33 |
| SUBTOTAL | | 319,071 | 319,071 | 319,071 | 706,401 | 706,401 | 706,401 | 1,025,472 | 1,025,472 | 1,025,472 | | | 1,025 |
| HARINAS | | | | | | | | | | | | | |
| Avena | 0.65 | 7,433 | 7,433 | 7,433 | 16,455 | 16,455 | 16,455 | 23,888 | 23,888 | 23,888 | | | 23 |
| De Avena | 0.70 | 4,234 | 4,234 | 4,234 | 9,373 | 9,373 | 9,373 | 13,607 | 13,607 | 13,607 | | | 13 |
| De Castilla | 0.70 | 17,662 | 17,662 | 17,662 | 39,103 | 39,103 | 39,103 | 56,766 | 56,766 | 56,766 | | | 56 |
| De Haba | 0.70 | 7,607 | 7,607 | 7,607 | 16,842 | 16,842 | 16,842 | 24,450 | 24,450 | 24,450 | | | 24 |
| De habilla | 0.65 | 3,010 | 3,010 | 3,010 | 6,664 | 6,664 | 6,664 | 9,674 | 9,674 | 9,674 | | | 9 |
| Machica | 0.50 | 8,080 | 8,080 | 8,080 | 17,888 | 17,888 | 17,888 | 25,968 | 25,968 | 25,968 | | | 25 |
| Maicena | 0.70 | 6,218 | 6,218 | 6,218 | 13,767 | 13,767 | 13,767 | 19,865 | 19,865 | 19,865 | | | 19 |
| SUBTOTAL | | 54,244 | 54,244 | 54,244 | 120,093 | 120,093 | 120,093 | 174,337 | 174,337 | 174,337 | | | 174 |
| CARNE LECHE Y HUEVOS | | | | | | | | | | | | | |
| Came Res | 2.50 | 68,514 | 68,514 | 68,514 | 151,685 | 151,685 | 151,685 | 220,199 | 220,199 | 220,199 | | | 220 |
| Hueso Res | 2.20 | 65,490 | 65,490 | 65,490 | 144,990 | 144,990 | 144,990 | 210,479 | 210,479 | 210,479 | | | 210 |
| Huevos | 0.06 | 15,423 | 15,423 | 15,423 | 34,145 | 34,145 | 34,145 | 49,967 | 49,967 | 49,967 | | | 49 |
| Pescado | 2.00 | 42,148 | 42,148 | 42,148 | 93,312 | 93,312 | 93,312 | 135,460 | 135,460 | 135,460 | | | 135 |
| Pollo | 2.50 | 84,974 | 84,974 | 84,974 | 210,266 | 210,266 | 210,266 | 305,241 | 305,241 | 305,241 | | | 305 |
| Queso | 1.20 | 21,887 | 21,887 | 21,887 | 48,455 | 48,455 | 48,455 | 70,342 | 70,342 | 70,342 | | | 70 |
| Manteguilla | 2.50 | 15,120 | 15,120 | 15,120 | 33,475 | 33,475 | 33,475 | 48,586 | 48,586 | 48,586 | | | 48 |
| Leche | 0.50 | 70,876 | 70,876 | 70,876 | 156,915 | 156,915 | 156,915 | 227,792 | 227,792 | 227,792 | | | 227 |
| SUBTOTAL | | 394,432 | 394,432 | 394,432 | 873,244 | 873,244 | 873,244 | 1,267,676 | 1,267,676 | 1,267,676 | | | 1,267 |

| PROYECCION VENTAS AÑO 1 | | | | | | | | | | | |
|-----------------------------|--------------------------|-----------|------------------|------------------|------------------|------------------|------------------|----------------------------|------------------|------------------|------------------|
| PRODUCTOS | PRECIO UNITARIO DE VENTA | LATACUNGA | | | AMBATO | | | TOTAL (LATACUNGA + AMBATO) | | | |
| | | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA | |
| ALIMENTOS PROCESADOS | | | | | | | | | | | |
| Aceite | Unidades | 1.00 | 43,471 | 43,471 | 43,471 | 96,241 | 96,241 | 96,241 | 139,712 | 139,712 | 139,712 |
| Alfajones | Unidades | 0.10 | 5,491 | 5,491 | 5,491 | 12,156 | 12,156 | 12,156 | 17,646 | 17,646 | 17,646 |
| Atún | Unidades | 0.65 | 24,570 | 24,570 | 24,570 | 54,397 | 54,397 | 54,397 | 78,968 | 78,968 | 78,968 |
| Café | Kg | 8.00 | 52,921 | 52,921 | 52,921 | 117,163 | 117,163 | 117,163 | 170,084 | 170,084 | 170,084 |
| Caramelos | Kg | 1.00 | 8,600 | 8,600 | 8,600 | 19,039 | 19,039 | 19,039 | 27,639 | 27,639 | 27,639 |
| Cocoa | Kg | 1.64 | 9,919 | 9,919 | 9,919 | 21,960 | 21,960 | 21,960 | 31,879 | 31,879 | 31,879 |
| Embutidos | Kg | 2.40 | 55,113 | 55,113 | 55,113 | 122,017 | 122,017 | 122,017 | 177,131 | 177,131 | 177,131 |
| Fideos | Kg | 0.48 | 24,450 | 24,450 | 24,450 | 54,129 | 54,129 | 54,129 | 78,579 | 78,579 | 78,579 |
| Gelatina | Kg | 0.70 | 6,615 | 6,615 | 6,615 | 14,645 | 14,645 | 14,645 | 21,261 | 21,261 | 21,261 |
| Jugos en polvo | Unidades | 0.35 | 5,623 | 5,623 | 5,623 | 12,449 | 12,449 | 12,449 | 18,071 | 18,071 | 18,071 |
| Manteca | Kg | 1.20 | 11,907 | 11,907 | 11,907 | 26,362 | 26,362 | 26,362 | 38,269 | 38,269 | 38,269 |
| Mermeladas | Unidades | 1.00 | 11,340 | 11,340 | 11,340 | 25,106 | 25,106 | 25,106 | 36,447 | 36,447 | 36,447 |
| Pan | Unidades | 0.05 | 70,876 | 70,876 | 70,876 | 156,915 | 156,915 | 156,915 | 227,792 | 227,792 | 227,792 |
| Sal | Kg | 0.40 | 2,986 | 2,986 | 2,986 | 6,611 | 6,611 | 6,611 | 9,598 | 9,598 | 9,598 |
| Salsa de Tomate | Unidades | 1.20 | 23,814 | 23,814 | 23,814 | 52,724 | 52,724 | 52,724 | 76,538 | 76,538 | 76,538 |
| Sardina | Unidades | 1.10 | 9,044 | 9,044 | 9,044 | 20,022 | 20,022 | 20,022 | 29,066 | 29,066 | 29,066 |
| Té | Unidades | 0.06 | 680 | 680 | 680 | 1,506 | 1,506 | 1,506 | 2,187 | 2,187 | 2,187 |
| SUBTOTAL | | | 367,421 | 367,421 | 367,421 | 813,445 | 813,445 | 813,445 | 1,180,866 | 1,180,866 | 1,180,866 |
| OTROS | | | | | | | | | | | |
| Cepillo dental | Unidades | 0.40 | 6,313 | 6,313 | 6,313 | 13,976 | 13,976 | 13,976 | 20,289 | 20,289 | 20,289 |
| Detergente | Kg | 1.60 | 14,818 | 14,818 | 14,818 | 32,806 | 32,806 | 32,806 | 47,624 | 47,624 | 47,624 |
| Fosforos (10's) | paquetes | 0.60 | 2,552 | 2,552 | 2,552 | 5,649 | 5,649 | 5,649 | 8,200 | 8,200 | 8,200 |
| Jabón de lavar | Unidades | 0.18 | 34,021 | 34,021 | 34,021 | 75,319 | 75,319 | 75,319 | 109,340 | 109,340 | 109,340 |
| Jabón de tocador | Unidades | 0.30 | 5,869 | 5,869 | 5,869 | 12,993 | 12,993 | 12,993 | 18,861 | 18,861 | 18,861 |
| Papel higienico | Unidades | 0.20 | 18,144 | 18,144 | 18,144 | 40,170 | 40,170 | 40,170 | 58,315 | 58,315 | 58,315 |
| Pasta dental | Unidades | 1.53 | 34,701 | 34,701 | 34,701 | 76,826 | 76,826 | 76,826 | 111,527 | 111,527 | 111,527 |
| Toallas Sanitarias | Unidades | 1.00 | 20,790 | 20,790 | 20,790 | 46,028 | 46,028 | 46,028 | 66,819 | 66,819 | 66,819 |
| Pinoclin | Lt | 1.90 | 17,955 | 17,955 | 17,955 | 39,752 | 39,752 | 39,752 | 57,707 | 57,707 | 57,707 |
| Lavaplatos | 500 gr | 1.80 | 8,505 | 8,505 | 8,505 | 18,830 | 18,830 | 18,830 | 27,335 | 27,335 | 27,335 |
| Estropajos | Unidades | 0.50 | 11,813 | 11,813 | 11,813 | 26,153 | 26,153 | 26,153 | 37,965 | 37,965 | 37,965 |
| Lustre pisos | Unidades | 0.60 | 5,670 | 5,670 | 5,670 | 12,553 | 12,553 | 12,553 | 18,223 | 18,223 | 18,223 |
| Afeitadoras | Unidades | 0.60 | 17,010 | 17,010 | 17,010 | 37,660 | 37,660 | 37,660 | 54,670 | 54,670 | 54,670 |
| Trapeadores | Unidades | 3.00 | 8,505 | 8,505 | 8,505 | 18,830 | 18,830 | 18,830 | 27,335 | 27,335 | 27,335 |
| Crema para piel | Unidades | 1.00 | 9,450 | 9,450 | 9,450 | 20,922 | 20,922 | 20,922 | 30,372 | 30,372 | 30,372 |
| Escobas | Unidades | 1.80 | 5,103 | 5,103 | 5,103 | 11,298 | 11,298 | 11,298 | 16,401 | 16,401 | 16,401 |
| SUBTOTAL | | | 221,219 | 221,219 | 221,219 | 489,764 | 489,764 | 489,764 | 710,983 | 710,983 | 710,983 |
| TOTAL | | | 2,121,360 | 2,121,360 | 2,121,360 | 4,696,542 | 4,696,542 | 4,696,542 | 6,817,901 | 6,817,901 | 6,817,901 |

| | | PROYECCION VENTAS AÑO 2 | | | | | | | | | |
|--------------------------------------|--------------------------|---|----------------|----------------|----------------|------------------|------------------|----------------------------|------------------|------------------|------------------|
| PRODUCTOS | PRECIO UNITARIO DE VENTA | LATACUNGA | | | AMBATO | | | TOTAL (LATACUNGA + AMBATO) | | | |
| | | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA | |
| FRUTAS | | FRUTAS | | | | | | | | | |
| Babaco | Unidades | 0.50 | 14,035 | 14,310 | 14,585 | 31,072 | 31,681 | 32,290 | 45,106 | 45,991 | 46,875 |
| Banano | racimo | 0.35 | 15,438 | 15,741 | 16,044 | 34,179 | 34,849 | 35,519 | 49,617 | 50,590 | 51,563 |
| Frutilla | Kg | 1.00 | 6,835 | 6,969 | 7,103 | 15,132 | 15,429 | 15,726 | 21,967 | 22,398 | 22,829 |
| Guayaba | Kg | 1.00 | 17,771 | 18,120 | 18,468 | 39,344 | 40,116 | 40,887 | 57,115 | 58,235 | 59,355 |
| Limón | Kg | 0.50 | 6,835 | 6,969 | 7,103 | 15,132 | 15,429 | 15,726 | 21,967 | 22,398 | 22,829 |
| Mandarina | Unidades | 0.04 | 10,025 | 10,221 | 10,418 | 22,194 | 22,629 | 23,064 | 32,219 | 32,851 | 33,482 |
| Manzana | Kg | 0.70 | 7,336 | 7,480 | 7,624 | 16,242 | 16,561 | 16,879 | 23,578 | 24,041 | 24,503 |
| Maracuya | Kg | 1.00 | 7,746 | 7,898 | 8,050 | 17,150 | 17,486 | 17,823 | 24,896 | 25,385 | 25,873 |
| Melón | Unidades | 0.60 | 7,218 | 7,359 | 7,501 | 15,980 | 16,293 | 16,606 | 23,198 | 23,652 | 24,107 |
| Mora | Kg | 1.00 | 13,670 | 13,938 | 14,206 | 30,265 | 30,858 | 31,452 | 43,935 | 44,796 | 45,658 |
| Naranja | Kg | 1.00 | 57,141 | 58,261 | 59,382 | 126,506 | 128,987 | 131,467 | 183,647 | 187,248 | 190,849 |
| Naranja | Kg | 0.70 | 12,440 | 12,684 | 12,928 | 27,541 | 28,081 | 28,621 | 39,981 | 40,765 | 41,549 |
| Naranja | Kg | 1.00 | 57,141 | 58,261 | 59,382 | 126,506 | 128,987 | 131,467 | 183,647 | 187,248 | 190,849 |
| Naranja | Kg | 0.70 | 12,440 | 12,684 | 12,928 | 27,541 | 28,081 | 28,621 | 39,981 | 40,765 | 41,549 |
| Papaya | Unidades | 0.25 | 5,012 | 5,111 | 5,209 | 11,097 | 11,315 | 11,532 | 16,109 | 16,425 | 16,741 |
| Pera | Kg | 1.00 | 9,113 | 9,292 | 9,471 | 20,176 | 20,572 | 20,968 | 29,290 | 29,864 | 30,438 |
| Piña | Unidades | 0.50 | 10,025 | 10,221 | 10,418 | 22,194 | 22,629 | 23,064 | 32,219 | 32,851 | 33,482 |
| Platano | racimo | 1.00 | 44,109 | 44,974 | 45,839 | 97,654 | 99,569 | 101,484 | 141,763 | 144,543 | 147,322 |
| Platano verde | racimo | 1.00 | 49,121 | 50,084 | 51,048 | 108,751 | 110,883 | 113,016 | 157,872 | 160,968 | 164,063 |
| Tamarindo | Kg | 1.00 | 4,557 | 4,646 | 4,735 | 10,088 | 10,286 | 10,484 | 14,645 | 14,932 | 15,219 |
| Tomate de árbol | Kg | 1.25 | 41,010 | 41,814 | 42,619 | 90,794 | 92,574 | 94,355 | 131,804 | 134,389 | 136,973 |
| Uvas | Kg | 1.00 | 15,948 | 16,261 | 16,574 | 35,309 | 36,001 | 36,693 | 51,257 | 52,262 | 53,267 |
| SUBTOTAL | | | 355,387 | 362,355 | 369,323 | 786,801 | 802,228 | 817,656 | 1,142,188 | 1,164,583 | 1,186,979 |
| TALIZAS VERDURAS Y TUBERCULOS | | HORTALIZAS VERDURAS Y TUBERCULOS | | | | | | | | | |
| Acelga | porciones | 0.20 | 6,416 | 6,542 | 6,667 | 14,204 | 14,483 | 14,761 | 20,620 | 21,024 | 21,429 |
| Berro | porciones | 0.25 | 3,258 | 3,322 | 3,386 | 7,213 | 7,355 | 7,496 | 10,471 | 10,676 | 10,882 |
| Cebolla blanca | atados | 0.60 | 22,856 | 23,305 | 23,753 | 50,603 | 51,595 | 52,587 | 73,459 | 74,899 | 76,340 |
| Cebolla perla | atados | 0.60 | 22,255 | 22,691 | 23,128 | 49,271 | 50,237 | 51,203 | 71,526 | 72,928 | 74,331 |
| Col | Unidades | 0.25 | 5,263 | 5,366 | 5,469 | 11,652 | 11,880 | 12,109 | 16,915 | 17,247 | 17,578 |
| Hierba sal/dulce | atados | 0.25 | 8,020 | 8,177 | 8,334 | 17,755 | 18,103 | 18,452 | 25,775 | 26,280 | 26,786 |
| Lechuga | Unidades | 0.20 | 6,015 | 6,133 | 6,251 | 13,316 | 13,578 | 13,839 | 19,331 | 19,710 | 20,089 |
| Nabo | porciones | 0.15 | 902 | 920 | 938 | 1,997 | 2,037 | 2,076 | 2,900 | 2,957 | 3,013 |
| Papa Nabo | porciones | 0.20 | 1,203 | 1,227 | 1,250 | 2,663 | 2,716 | 2,768 | 3,866 | 3,942 | 4,018 |
| Papas | Kg | 0.50 | 250,619 | 255,533 | 260,447 | 554,852 | 565,732 | 576,611 | 805,471 | 821,265 | 837,058 |
| Pimiento | Kg | 1.00 | 15,538 | 15,843 | 16,148 | 34,401 | 35,075 | 35,750 | 49,939 | 50,918 | 51,898 |
| Rabanos | porciones | 0.20 | 1,504 | 1,533 | 1,563 | 3,329 | 3,394 | 3,460 | 4,833 | 4,928 | 5,022 |
| Remolacha | porciones | 0.20 | 1,704 | 1,738 | 1,771 | 3,773 | 3,847 | 3,921 | 5,477 | 5,585 | 5,692 |
| Tomate riñon | Kg | 1.00 | 74,484 | 75,944 | 77,405 | 164,902 | 168,136 | 171,369 | 239,386 | 244,080 | 248,774 |
| Vainita | porciones | 0.70 | 24,561 | 25,042 | 25,524 | 54,376 | 55,442 | 56,508 | 78,936 | 80,484 | 82,032 |
| Yuca | Kg | 0.40 | 3,850 | 3,925 | 4,000 | 8,523 | 8,690 | 8,857 | 12,372 | 12,615 | 12,857 |
| Zanahoria | porciones | 0.70 | 7,649 | 7,799 | 7,949 | 16,934 | 17,266 | 17,598 | 24,583 | 25,065 | 25,547 |
| SUBTOTAL | | | 456,096 | 465,039 | 473,982 | 1,009,765 | 1,029,564 | 1,049,364 | 1,465,861 | 1,494,603 | 1,523,346 |

| PROYECCION VENTAS AÑO 2 | | | | | | | | | | | |
|-----------------------------|--------------------------|-----------|----------------|----------------|----------------|----------------|----------------|----------------------------|------------------|------------------|------------------|
| PRODUCTOS | PRECIO UNITARIO DE VENTA | LATACUNGA | | | AMBATO | | | TOTAL (LATACUNGA + AMBATO) | | | |
| | | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA | |
| GRANOS | | | | | | | | | | | |
| Alverja | Kg | 1.80 | 47,277 | 48,204 | 49,131 | 104,667 | 106,720 | 108,772 | 151,944 | 154,923 | 157,903 |
| Arrocillo | Kg | 0.50 | 1,804 | 1,840 | 1,875 | 3,995 | 4,073 | 4,152 | 5,799 | 5,913 | 6,027 |
| Arroz | Kg | 0.60 | 108,643 | 108,734 | 110,825 | 236,101 | 240,730 | 245,360 | 342,744 | 349,465 | 356,185 |
| Arroz de cebada | Kg | 0.50 | 6,817 | 6,950 | 7,084 | 15,082 | 15,388 | 15,684 | 21,909 | 22,338 | 22,768 |
| Azucar | Kg | 0.60 | 49,201 | 50,166 | 51,131 | 108,929 | 111,064 | 113,200 | 156,130 | 161,231 | 164,331 |
| Canguil | Kg | 0.80 | 13,714 | 13,983 | 14,252 | 30,382 | 30,957 | 31,532 | 44,075 | 44,940 | 45,804 |
| Chocho | Kg | 0.40 | 5,373 | 5,479 | 5,584 | 11,698 | 12,129 | 12,563 | 17,289 | 17,608 | 17,947 |
| Choclo | Unidades | 0.15 | 27,067 | 27,598 | 28,128 | 59,924 | 61,099 | 62,274 | 86,981 | 88,697 | 90,402 |
| Frejol | Kg | 0.60 | 17,984 | 18,337 | 18,690 | 39,816 | 40,597 | 41,378 | 57,801 | 58,934 | 60,067 |
| Habas | Kg | 0.60 | 18,285 | 18,644 | 19,002 | 40,483 | 41,276 | 42,070 | 58,387 | 59,919 | 61,072 |
| Lentejón | Kg | 0.70 | 6,907 | 6,940 | 7,074 | 15,070 | 15,365 | 15,661 | 21,577 | 22,365 | 22,735 |
| Maiz | Kg | 1.20 | 7,218 | 7,359 | 7,501 | 15,980 | 16,293 | 16,606 | 23,198 | 23,652 | 24,107 |
| Mani | Kg | 0.45 | 5,549 | 5,657 | 5,766 | 12,284 | 12,525 | 12,766 | 17,833 | 18,183 | 18,532 |
| Morocho partido | Kg | 0.20 | 2,125 | 2,167 | 2,209 | 4,705 | 4,797 | 4,890 | 6,830 | 6,964 | 7,098 |
| Mote | Kg | 1.50 | 11,579 | 11,806 | 12,033 | 25,834 | 26,137 | 26,639 | 37,213 | 37,942 | 38,672 |
| Quinua | Kg | 2.00 | 11,027 | 11,243 | 11,460 | 24,414 | 24,892 | 25,371 | 35,441 | 36,136 | 36,831 |
| SUBTOTAL | | | 338,471 | 345,107 | 351,744 | 749,350 | 764,044 | 778,737 | 1,087,821 | 1,109,151 | 1,130,481 |
| HARINAS | | | | | | | | | | | |
| Avena | Kg | 0.65 | 7,884 | 8,039 | 8,194 | 17,456 | 17,798 | 18,140 | 25,340 | 25,837 | 26,334 |
| De Alverja | Kg | 0.70 | 4,491 | 4,579 | 4,667 | 9,943 | 10,138 | 10,333 | 14,434 | 14,717 | 15,000 |
| De Castilla | Kg | 0.70 | 18,736 | 19,104 | 19,471 | 41,481 | 42,294 | 43,107 | 60,217 | 61,398 | 62,578 |
| De Haba | Kg | 0.70 | 8,070 | 8,228 | 8,386 | 17,866 | 18,217 | 18,567 | 25,938 | 26,445 | 26,953 |
| De habilla | Kg | 0.65 | 3,193 | 3,255 | 3,318 | 7,089 | 7,207 | 7,346 | 10,282 | 10,463 | 10,664 |
| Machica | Kg | 0.50 | 8,571 | 8,739 | 8,907 | 18,978 | 19,348 | 19,720 | 27,547 | 28,087 | 28,627 |
| Maicena | Kg | 0.70 | 6,596 | 6,728 | 6,855 | 14,604 | 14,890 | 15,176 | 21,600 | 21,616 | 22,031 |
| SUBTOTAL | | | 57,542 | 58,670 | 59,799 | 127,394 | 129,892 | 132,390 | 184,936 | 188,562 | 192,189 |
| CARNE LECHE Y HUEVOS | | | | | | | | | | | |
| Carne Res | Kg | 2.50 | 72,679 | 74,105 | 75,530 | 180,907 | 184,062 | 187,217 | 233,587 | 238,167 | 242,747 |
| Hueso Res | Kg | 2.20 | 89,472 | 70,834 | 72,196 | 183,805 | 156,821 | 159,837 | 223,277 | 227,655 | 232,033 |
| Huevos | Unidades | 0.06 | 16,390 | 16,681 | 17,002 | 36,221 | 36,931 | 37,641 | 52,581 | 53,612 | 54,643 |
| Pescado | Kg | 2.00 | 44,710 | 45,587 | 46,464 | 98,996 | 100,927 | 102,867 | 143,896 | 146,514 | 149,331 |
| Pollo | Kg | 2.50 | 100,749 | 102,724 | 104,700 | 223,051 | 227,424 | 231,798 | 323,799 | 330,148 | 336,497 |
| Queso | Unidades | 1.20 | 23,217 | 23,673 | 24,128 | 51,402 | 52,409 | 53,417 | 74,819 | 76,082 | 77,545 |
| Mantequilla | Kg | 2.50 | 16,040 | 16,354 | 16,669 | 35,511 | 36,207 | 36,903 | 51,550 | 52,561 | 53,572 |
| Leche | litros | 0.50 | 75,186 | 76,660 | 78,134 | 166,456 | 169,720 | 172,983 | 241,641 | 246,379 | 251,118 |
| SUBTOTAL | | | 418,413 | 426,617 | 434,821 | 928,337 | 944,501 | 962,664 | 1,344,750 | 1,371,118 | 1,397,486 |

| PROYECCION VENTAS AÑO 2 | | | | | | | | | | | |
|-----------------------------|--------------------------|-----------|------------------|------------------|------------------|------------------|------------------|----------------------------|------------------|------------------|------------------|
| PRODUCTOS | PRECIO UNITARIO DE VENTA | LATACUNGA | | | AMBATO | | | TOTAL (LATACUNGA + AMBATO) | | | |
| | | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA | |
| ALIMENTOS PROCESADOS | | | | | | | | | | | |
| Aceite | Unidades | 1.00 | 46,114 | 47,018 | 47,922 | 102,093 | 104,095 | 106,096 | 148,207 | 151,113 | 154,019 |
| Alíños | Unidades | 0.10 | 5,824 | 5,939 | 6,053 | 12,895 | 13,148 | 13,400 | 18,719 | 19,086 | 19,453 |
| Alun | Unidades | 0.65 | 26,064 | 26,575 | 27,086 | 57,705 | 58,836 | 59,968 | 83,769 | 85,412 | 87,054 |
| Café | Kg | 8.00 | 56,139 | 57,239 | 58,340 | 124,287 | 126,724 | 129,161 | 180,428 | 183,963 | 187,501 |
| Caramelos | Kg | 1.00 | 9,123 | 9,301 | 9,480 | 20,197 | 20,593 | 20,989 | 29,319 | 29,894 | 30,469 |
| Cocoa | Kg | 1.64 | 10,522 | 10,728 | 10,935 | 23,295 | 23,752 | 24,208 | 33,817 | 34,480 | 35,143 |
| Embutidos | Kg | 2.40 | 58,464 | 59,611 | 60,757 | 129,436 | 131,974 | 134,512 | 187,900 | 191,585 | 195,269 |
| Fideos | Kg | 0.48 | 25,936 | 26,445 | 26,953 | 57,421 | 58,546 | 59,672 | 83,357 | 84,991 | 86,625 |
| Gelatina | Kg | 0.70 | 7,017 | 7,155 | 7,293 | 15,538 | 15,840 | 16,145 | 22,553 | 22,995 | 23,438 |
| Jugos en polvo | Unidades | 0.35 | 5,965 | 6,082 | 6,199 | 13,205 | 13,464 | 13,723 | 19,170 | 19,546 | 19,922 |
| Manteca | Kg | 1.20 | 12,631 | 12,879 | 13,127 | 27,966 | 28,513 | 29,061 | 40,586 | 41,392 | 42,188 |
| Mermeladas | Unidades | 1.00 | 12,030 | 12,266 | 12,501 | 28,833 | 27,155 | 27,677 | 38,663 | 39,421 | 40,179 |
| Pan | Unidades | 0.05 | 75,186 | 76,660 | 78,134 | 166,456 | 169,720 | 172,983 | 241,641 | 246,379 | 251,118 |
| Sal | Kg | 0.40 | 3,168 | 3,230 | 3,292 | 7,813 | 7,151 | 7,288 | 10,881 | 10,381 | 10,580 |
| Salsa de Tomate | Unidades | 1.20 | 25,262 | 25,758 | 26,253 | 55,929 | 57,026 | 58,122 | 81,192 | 82,783 | 84,375 |
| Sardina | Unidades | 1.10 | 9,594 | 9,782 | 9,970 | 21,240 | 21,656 | 22,073 | 30,833 | 31,438 | 32,043 |
| Té | Unidades | 0.06 | 722 | 736 | 750 | 1,598 | 1,629 | 1,661 | 2,320 | 2,365 | 2,411 |
| SUBTOTAL | | | 389,760 | 397,403 | 405,045 | 862,902 | 879,822 | 896,741 | 1,252,862 | 1,277,224 | 1,301,786 |
| OTROS | | | | | | | | | | | |
| Cepillo dental | Unidades | 0.40 | 6,697 | 6,828 | 6,959 | 14,826 | 15,116 | 15,407 | 21,522 | 21,944 | 22,366 |
| Detergente | Kg | 1.60 | 15,719 | 16,027 | 16,335 | 34,800 | 35,483 | 36,165 | 50,519 | 51,510 | 52,500 |
| Fosforos (10' s) | paquetes | 0.60 | 2,707 | 2,760 | 2,813 | 5,992 | 6,110 | 6,227 | 8,699 | 8,870 | 9,040 |
| Jabón de lavar | Unidades | 0.18 | 36,089 | 36,797 | 37,504 | 79,999 | 81,465 | 83,032 | 115,988 | 118,262 | 120,536 |
| Jabón de tocador | Unidades | 0.30 | 6,226 | 6,347 | 6,470 | 13,783 | 14,053 | 14,323 | 20,008 | 20,400 | 20,793 |
| Papel higienico | Unidades | 0.20 | 19,248 | 19,625 | 20,002 | 42,613 | 43,448 | 44,284 | 61,660 | 63,073 | 64,286 |
| Pasta dental | Unidades | 1.53 | 36,811 | 37,533 | 38,254 | 81,497 | 83,095 | 84,693 | 116,308 | 120,627 | 122,947 |
| Toallas Sanitarias | Unidades | 1.00 | 22,054 | 22,487 | 22,919 | 48,827 | 49,784 | 50,742 | 70,881 | 72,271 | 73,661 |
| Pinoclin | Lt | 1.90 | 19,047 | 19,420 | 19,794 | 42,169 | 42,996 | 43,822 | 61,216 | 62,416 | 63,616 |
| Lavaplatos | 500 gr | 1.80 | 9,022 | 9,199 | 9,376 | 19,975 | 20,366 | 20,758 | 28,997 | 29,566 | 30,134 |
| Estropajos | Unidades | 0.50 | 12,531 | 12,777 | 13,022 | 27,743 | 28,287 | 28,831 | 40,274 | 41,063 | 41,853 |
| Lustre pisos | Unidades | 0.60 | 6,015 | 6,133 | 6,251 | 13,318 | 13,578 | 13,839 | 19,331 | 19,710 | 20,089 |
| Afeitadoras | Unidades | 0.60 | 18,045 | 18,398 | 18,752 | 39,949 | 40,733 | 41,516 | 57,994 | 59,131 | 60,268 |
| Trapeadores | Unidades | 3.00 | 9,022 | 9,199 | 9,376 | 19,975 | 20,366 | 20,758 | 28,997 | 29,566 | 30,134 |
| Crema para piel | Unidades | 1.00 | 10,028 | 10,221 | 10,418 | 22,184 | 22,629 | 23,064 | 32,218 | 32,851 | 33,482 |
| Escobas | Unidades | 1.80 | 5,413 | 5,520 | 5,626 | 11,985 | 12,220 | 12,455 | 17,398 | 17,739 | 18,080 |
| SUBTOTAL | | | 234,689 | 239,271 | 243,872 | 519,542 | 529,729 | 539,916 | 754,211 | 769,000 | 783,788 |
| TOTAL | | | 2,250,338 | 2,294,463 | 2,338,587 | 4,982,091 | 5,079,780 | 5,177,468 | 7,232,430 | 7,374,242 | 7,516,054 |

PROYECCION VENTAS AÑO 3

| PRODUCTOS | PRECIO UNITARIO DE VENTA | LATACUNGA | | | AMBATO | | | TOTAL (LATACUNGA + AMBATO) | | | |
|---|--------------------------|-----------|----------------|----------------|----------------|------------------|------------------|----------------------------|------------------|------------------|------------------|
| | | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA | |
| FRUTAS | | | | | | | | | | | |
| Tabaco | Unidades | 0.50 | 14,888 | 15,478 | 16,079 | 32,951 | 34,266 | 35,597 | 67,849 | 49,744 | 51,675 |
| Manano | racimo | 0.35 | 16,977 | 17,025 | 17,686 | 36,257 | 37,693 | 39,156 | 52,534 | 54,718 | 56,843 |
| Mutilla | Kg | 1.00 | 7,251 | 7,538 | 7,830 | 16,052 | 16,688 | 17,336 | 23,303 | 24,228 | 25,167 |
| Muyaba | Kg | 1.00 | 18,852 | 19,598 | 20,359 | 41,736 | 43,389 | 45,074 | 60,588 | 62,987 | 65,433 |
| Món | Kg | 0.50 | 7,251 | 7,538 | 7,830 | 16,052 | 16,688 | 17,336 | 23,303 | 24,228 | 25,167 |
| Mandanna | Unidades | 0.04 | 10,634 | 11,055 | 11,485 | 23,543 | 24,476 | 25,426 | 34,178 | 35,531 | 36,911 |
| Manzana | Kg | 0.70 | 7,782 | 8,091 | 8,405 | 17,230 | 17,912 | 18,607 | 25,012 | 26,002 | 27,012 |
| Maracuya | Kg | 1.00 | 8,217 | 8,543 | 8,875 | 18,193 | 18,913 | 19,648 | 26,440 | 27,456 | 28,522 |
| Melón | Unidades | 0.60 | 7,857 | 7,960 | 8,269 | 16,951 | 17,623 | 18,307 | 24,808 | 25,582 | 26,576 |
| Mora | Kg | 1.00 | 14,501 | 15,076 | 15,661 | 32,105 | 33,376 | 34,672 | 46,608 | 48,452 | 50,333 |
| Moranga | Kg | 1.00 | 60,615 | 63,016 | 65,463 | 134,198 | 139,512 | 144,930 | 194,813 | 202,528 | 210,392 |
| Moranjilla | Kg | 0.70 | 13,196 | 13,719 | 14,251 | 29,215 | 30,372 | 31,552 | 42,411 | 44,091 | 45,803 |
| Moraya | Unidades | 0.25 | 5,317 | 5,528 | 5,742 | 11,772 | 12,238 | 12,713 | 17,089 | 17,766 | 18,455 |
| Mora | Kg | 1.00 | 6,883 | 10,050 | 10,441 | 21,403 | 22,251 | 23,115 | 31,071 | 32,301 | 33,555 |
| Morña | Unidades | 0.50 | 10,634 | 11,055 | 11,485 | 23,543 | 24,476 | 25,426 | 34,178 | 35,531 | 36,911 |
| Morano | racimo | 1.00 | 48,781 | 48,644 | 50,533 | 103,591 | 107,694 | 111,876 | 150,382 | 155,337 | 162,408 |
| Morano verde | racimo | 1.00 | 52,108 | 54,171 | 56,275 | 115,363 | 119,932 | 124,589 | 167,471 | 174,103 | 180,864 |
| Morarindo | Kg | 1.00 | 4,834 | 5,025 | 5,220 | 10,702 | 11,125 | 11,557 | 15,535 | 16,151 | 16,778 |
| Moramate de árbol | Kg | 1.25 | 43,504 | 45,227 | 46,983 | 96,314 | 100,128 | 104,016 | 139,818 | 145,355 | 150,999 |
| Moras | Kg | 1.00 | 16,918 | 17,588 | 18,271 | 37,458 | 38,939 | 40,451 | 54,374 | 56,527 | 58,722 |
| SUBTOTAL | | | 376,994 | 391,923 | 407,142 | 834,638 | 867,690 | 901,384 | 1,211,633 | 1,259,613 | 1,308,526 |
| HORTALIZAS VERDURAS Y TUBERCULOS | | | | | | | | | | | |
| Belga | porciones | 0.20 | 6,806 | 7,075 | 7,350 | 15,068 | 15,665 | 16,273 | 21,874 | 22,740 | 23,623 |
| Berro | porciones | 0.25 | 3,456 | 3,593 | 3,733 | 7,652 | 7,955 | 8,264 | 11,108 | 11,548 | 11,996 |
| Bebolla blanca | atados | 0.60 | 24,246 | 25,206 | 26,185 | 53,679 | 55,805 | 57,972 | 77,925 | 81,011 | 84,157 |
| Bebolla perla | atados | 0.60 | 23,008 | 24,543 | 25,496 | 52,297 | 54,336 | 56,446 | 75,975 | 78,879 | 81,942 |
| Bol | Unidades | 0.25 | 5,583 | 5,804 | 6,029 | 12,360 | 12,850 | 13,349 | 17,943 | 18,654 | 19,378 |
| Borra sal/dulce | atados | 0.25 | 6,507 | 8,844 | 9,188 | 18,635 | 19,581 | 20,341 | 27,942 | 28,425 | 29,529 |
| Buchuga | Unidades | 0.20 | 6,381 | 6,633 | 6,891 | 14,128 | 14,685 | 15,256 | 20,507 | 21,319 | 22,147 |
| Bufo | porciones | 0.15 | 957 | 995 | 1,034 | 2,119 | 2,203 | 2,288 | 3,078 | 3,188 | 3,322 |
| Bufo Nabo | porciones | 0.20 | 1,276 | 1,327 | 1,378 | 2,825 | 2,937 | 3,051 | 4,101 | 4,264 | 4,429 |
| Bufo | Kg | 0.50 | 266,856 | 276,384 | 287,117 | 588,587 | 611,896 | 635,656 | 854,444 | 888,280 | 922,773 |
| Bufo | Kg | 1.00 | 16,483 | 17,136 | 17,801 | 36,492 | 37,938 | 39,411 | 52,978 | 55,073 | 57,212 |
| Bufo | porciones | 0.20 | 1,585 | 1,658 | 1,723 | 3,532 | 3,671 | 3,814 | 5,127 | 5,330 | 5,537 |
| Bufo | porciones | 0.20 | 1,806 | 1,879 | 1,952 | 4,002 | 4,161 | 4,322 | 5,810 | 6,040 | 6,275 |
| Bufo | Kg | 1.00 | 79,013 | 82,141 | 85,331 | 174,828 | 181,855 | 188,917 | 253,941 | 263,997 | 274,248 |
| Bufo | porciones | 0.70 | 26,054 | 27,086 | 28,137 | 57,882 | 59,966 | 62,294 | 83,738 | 87,051 | 90,432 |
| Bufo | Kg | 0.40 | 4,084 | 4,245 | 4,410 | 9,041 | 9,399 | 9,764 | 13,124 | 13,644 | 14,174 |
| Bufo | porciones | 0.70 | 8,114 | 8,435 | 8,763 | 17,984 | 18,675 | 19,400 | 26,078 | 27,110 | 28,163 |
| SUBTOTAL | | | 483,827 | 502,986 | 522,518 | 1,071,159 | 1,113,577 | 1,156,818 | 1,554,985 | 1,616,563 | 1,679,336 |

PROYECCION VENTAS AÑO 3

| PRODUCTOS | LATACUNGA | | | AMBATO | | | TOTAL (LATACUNGA + AMBATO) | | | |
|------------------------------|--------------------------|----------------|----------------|----------------|----------------|------------------|----------------------------|------------------|------------------|------------------|
| | PRECIO UNITARIO DE VENTA | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA |
| GRANOS | | | | | | | | | | |
| veña | 1.80 | 50,151 | 52,137 | 54,162 | 111,051 | 115,428 | 119,910 | 161,182 | 167,565 | 174,040 |
| rocillo | 0.50 | 1,914 | 1,990 | 2,067 | 4,238 | 4,406 | 4,577 | 6,152 | 6,396 | 6,640 |
| roz | 0.60 | 113,127 | 117,807 | 122,174 | 250,498 | 260,374 | 270,485 | 363,583 | 377,981 | 392,676 |
| roz de cebada | 0.50 | 7,231 | 7,518 | 7,810 | 16,010 | 16,644 | 17,290 | 23,241 | 24,161 | 25,121 |
| ucar | 0.60 | 52,193 | 54,260 | 56,357 | 115,551 | 120,127 | 124,792 | 167,744 | 174,387 | 181,111 |
| angulil | 0.80 | 14,548 | 15,124 | 15,711 | 32,208 | 33,483 | 34,783 | 46,755 | 48,607 | 50,500 |
| nocho | 0.40 | 5,700 | 5,928 | 6,156 | 12,619 | 13,119 | 13,628 | 18,319 | 19,045 | 19,781 |
| nocho | 0.40 | 28,712 | 29,850 | 31,008 | 63,567 | 66,085 | 68,651 | 92,290 | 95,934 | 99,588 |
| nocho | 0.15 | 19,078 | 19,833 | 20,603 | 42,237 | 43,910 | 45,615 | 61,315 | 63,743 | 66,171 |
| epol | 0.60 | 19,497 | 20,165 | 20,948 | 42,943 | 44,644 | 46,377 | 62,340 | 64,809 | 67,278 |
| ababas | 0.70 | 7,221 | 7,507 | 7,798 | 15,998 | 16,619 | 17,264 | 23,207 | 24,126 | 25,045 |
| anteñon | 0.60 | 7,857 | 7,960 | 8,269 | 16,951 | 17,623 | 18,307 | 24,606 | 25,582 | 26,558 |
| alaz | 1.20 | 5,866 | 6,119 | 6,357 | 13,031 | 13,547 | 14,073 | 18,917 | 19,667 | 20,417 |
| lani | 0.45 | 2,254 | 2,344 | 2,435 | 4,991 | 5,189 | 5,390 | 7,266 | 7,533 | 7,800 |
| orocho partido | 0.20 | 17,283 | 12,769 | 13,265 | 27,183 | 28,270 | 29,367 | 39,475 | 41,039 | 42,603 |
| late | 1.50 | 11,698 | 12,161 | 12,633 | 25,898 | 26,923 | 27,969 | 37,595 | 39,084 | 40,573 |
| uinua | 2.00 | 373,268 | 373,268 | 387,763 | 794,911 | 826,390 | 858,479 | 1,153,961 | 1,199,658 | 1,246,355 |
| SUBTOTAL | | 359,050 | 373,268 | 387,763 | 794,911 | 826,390 | 858,479 | 1,153,961 | 1,199,658 | 1,246,355 |
| HARINAS | | | | | | | | | | |
| vena | 0.65 | 8,364 | 8,695 | 9,033 | 18,517 | 19,250 | 19,998 | 26,981 | 27,945 | 28,909 |
| ve Alverja | 0.70 | 4,764 | 4,953 | 5,145 | 10,547 | 10,965 | 11,391 | 15,312 | 15,918 | 16,524 |
| ve Castilla | 0.70 | 19,875 | 20,662 | 21,465 | 44,003 | 45,745 | 47,522 | 63,678 | 66,408 | 69,138 |
| ve Haba | 0.70 | 8,561 | 8,900 | 9,245 | 18,953 | 19,703 | 20,468 | 27,613 | 28,603 | 29,593 |
| ve Habilla | 0.65 | 3,387 | 3,521 | 3,658 | 7,499 | 7,796 | 8,098 | 10,896 | 11,317 | 11,739 |
| ve Machuca | 0.50 | 9,092 | 9,452 | 9,819 | 20,190 | 20,927 | 21,739 | 29,222 | 30,379 | 31,536 |
| ve Marcena | 0.70 | 8,987 | 7,274 | 7,557 | 15,482 | 16,105 | 16,730 | 22,489 | 23,380 | 24,271 |
| SUBTOTAL | | 61,041 | 63,458 | 65,922 | 135,140 | 140,491 | 145,947 | 196,180 | 203,949 | 211,710 |
| CARNE, LECHE Y HUEVOS | | | | | | | | | | |
| Carne Res | 2.50 | 77,098 | 80,151 | 83,264 | 170,690 | 177,450 | 184,340 | 247,769 | 257,601 | 267,433 |
| Queso Res | 2.20 | 73,895 | 76,614 | 79,598 | 163,156 | 169,617 | 176,204 | 236,652 | 246,231 | 255,810 |
| Huevos | 0.06 | 17,855 | 18,042 | 18,743 | 39,423 | 39,945 | 41,496 | 55,778 | 57,667 | 60,566 |
| Escado | 2.00 | 47,429 | 49,307 | 51,222 | 106,004 | 109,162 | 113,401 | 152,433 | 158,469 | 164,505 |
| Pollo | 2.50 | 108,874 | 111,107 | 115,421 | 236,612 | 245,982 | 255,534 | 343,488 | 357,089 | 370,690 |
| Queso | 1.20 | 24,629 | 25,604 | 26,598 | 54,527 | 56,686 | 58,867 | 79,156 | 82,290 | 85,424 |
| Mantequilla | 2.50 | 17,015 | 17,689 | 18,375 | 37,670 | 39,161 | 40,682 | 54,984 | 56,850 | 58,726 |
| Leche | 0.50 | 79,737 | 82,915 | 86,135 | 178,576 | 183,569 | 190,697 | 256,333 | 266,484 | 276,635 |
| SUBTOTAL | | 443,853 | 461,429 | 479,347 | 982,669 | 1,021,572 | 1,061,241 | 1,426,511 | 1,483,001 | 1,540,091 |

PROYECCION VENTAS AÑO 3

| PRODUCTOS | PRECIO UNITARIO DE VENTA | LATACUNGA | | | AMBATO | | | TOTAL (LATACUNGA + AMBATO) | | | |
|-----------------------------|--------------------------|-----------|------------------|------------------|------------------|------------------|------------------|----------------------------|------------------|------------------|------------------|
| | | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA | |
| ALIMENTOS PROCESADOS | | | | | | | | | | | |
| Leite | Unidades | 1.00 | 48,918 | 50,855 | 52,829 | 108,300 | 112,589 | 116,961 | 157,218 | 163,444 | 169,790 |
| Lecheros | Unidades | 0.10 | 8,179 | 6,423 | 6,673 | 13,878 | 14,220 | 14,773 | 19,857 | 20,644 | 21,445 |
| Leche | Unidades | 0.65 | 27,649 | 28,744 | 29,860 | 61,213 | 63,637 | 66,108 | 88,862 | 92,381 | 95,968 |
| Café | Kg | 8.00 | 59,552 | 61,910 | 64,314 | 131,844 | 137,065 | 142,387 | 191,366 | 198,875 | 206,701 |
| Caramelos | Kg | 1.00 | 9,677 | 10,060 | 10,451 | 21,425 | 22,273 | 23,138 | 31,102 | 32,333 | 33,589 |
| Cacao | Kg | 1.64 | 11,182 | 11,604 | 12,054 | 24,711 | 25,690 | 26,687 | 35,873 | 37,294 | 38,742 |
| Embudidos | Kg | 2.40 | 62,019 | 64,475 | 66,979 | 137,308 | 142,743 | 148,286 | 199,325 | 207,218 | 215,265 |
| Lecheros | Kg | 0.48 | 27,619 | 28,602 | 29,713 | 60,912 | 63,324 | 65,783 | 88,425 | 91,926 | 95,496 |
| Gelatina | Kg | 0.70 | 7,444 | 7,739 | 8,039 | 16,480 | 17,133 | 17,798 | 23,924 | 24,872 | 25,838 |
| Pigos en polvo | Unidades | 0.35 | 9,327 | 6,578 | 6,833 | 14,008 | 14,563 | 15,129 | 20,398 | 21,141 | 21,962 |
| Anteica | Kg | 1.20 | 13,399 | 13,930 | 14,471 | 29,685 | 30,840 | 32,037 | 43,064 | 44,769 | 46,508 |
| Mermeladas | Unidades | 1.00 | 12,781 | 13,266 | 13,782 | 28,252 | 29,371 | 30,512 | 41,013 | 42,637 | 44,293 |
| Man | Unidades | 0.05 | 79,757 | 82,915 | 86,135 | 176,578 | 183,569 | 190,697 | 258,333 | 266,484 | 276,832 |
| Sal | Kg | 0.40 | 3,360 | 3,493 | 3,629 | 7,440 | 7,734 | 8,035 | 10,800 | 11,228 | 11,664 |
| Salsa de Tomate | Unidades | 1.20 | 26,796 | 27,860 | 28,941 | 58,330 | 61,679 | 64,074 | 85,128 | 89,539 | 93,016 |
| Cardina | Unidades | 1.10 | 10,177 | 10,580 | 10,991 | 22,531 | 23,423 | 24,333 | 32,708 | 34,003 | 35,324 |
| e | Unidades | 0.06 | 766 | 796 | 827 | 1,695 | 1,762 | 1,831 | 2,461 | 2,558 | 2,658 |
| SUBTOTAL | | | 413,458 | 429,831 | 446,522 | 915,367 | 951,615 | 988,568 | 1,328,824 | 1,381,446 | 1,435,089 |
| OTROS | | | | | | | | | | | |
| cepillo dental | Unidades | 0.45 | 7,104 | 7,385 | 7,672 | 15,727 | 16,350 | 16,985 | 22,831 | 23,735 | 24,656 |
| detergente | Kg | 1.60 | 16,675 | 17,335 | 18,008 | 36,916 | 38,378 | 39,868 | 53,591 | 55,713 | 57,876 |
| fosforos (10's) | paquetes | 0.60 | 2,871 | 2,985 | 3,101 | 6,357 | 6,608 | 6,865 | 9,228 | 9,593 | 9,966 |
| abón de lavar | Unidades | 0.18 | 38,283 | 39,799 | 41,345 | 84,757 | 88,113 | 91,535 | 123,040 | 127,912 | 132,879 |
| abón de tocador | Unidades | 0.30 | 6,604 | 6,865 | 7,132 | 14,621 | 15,199 | 15,790 | 21,224 | 22,065 | 22,922 |
| apel higienico | Unidades | 0.20 | 20,418 | 21,226 | 22,051 | 45,204 | 46,994 | 48,818 | 65,621 | 68,220 | 70,869 |
| asta dental | Unidades | 1.53 | 39,049 | 40,595 | 42,172 | 86,452 | 89,875 | 93,365 | 125,501 | 130,471 | 135,537 |
| oallas Sanitarias | Unidades | 1.00 | 23,385 | 24,322 | 25,266 | 51,798 | 53,847 | 55,938 | 75,491 | 78,169 | 81,204 |
| inoclin | Lt | 1.90 | 20,205 | 21,005 | 21,821 | 44,733 | 46,504 | 48,310 | 64,938 | 67,509 | 70,131 |
| avapiatos | 500 gr | 1.80 | 9,571 | 9,950 | 10,336 | 21,189 | 22,028 | 22,884 | 30,760 | 31,978 | 33,220 |
| stropajos | Unidades | 0.50 | 13,293 | 13,819 | 14,356 | 29,428 | 30,595 | 31,783 | 42,722 | 44,414 | 46,139 |
| ustre pisos | Unidades | 0.60 | 6,381 | 6,633 | 6,891 | 14,128 | 14,685 | 15,256 | 20,507 | 21,319 | 22,147 |
| feitadoras | Unidades | 0.60 | 19,142 | 19,900 | 20,672 | 42,378 | 44,056 | 45,767 | 61,820 | 63,956 | 66,440 |
| rapeadores | Unidades | 3.00 | 9,571 | 9,950 | 10,336 | 21,189 | 22,028 | 22,884 | 30,760 | 31,978 | 33,220 |
| rema para piel | Unidades | 1.00 | 10,634 | 11,055 | 11,485 | 23,543 | 24,476 | 25,426 | 34,478 | 35,531 | 36,911 |
| scobas | Unidades | 1.80 | 5,742 | 5,970 | 6,202 | 12,713 | 13,217 | 13,730 | 18,456 | 19,187 | 19,932 |
| SUBTOTAL | | | 248,937 | 258,795 | 268,845 | 551,130 | 572,955 | 595,203 | 800,067 | 831,750 | 864,048 |
| TOTAL | | | 2,387,159 | 2,481,691 | 2,578,058 | 5,285,003 | 5,494,290 | 5,707,640 | 7,672,161 | 7,975,980 | 8,285,698 |

PROYECCION VENTAS AÑO 4

| PRODUCTOS | PRECIO UNITARIO DE VENTA | LATACUNGA | | | AMBATO | | | TOTAL (LATACUNGA + AMBATO) | | | |
|---|--------------------------|-----------|----------------|----------------|----------------|------------------|------------------|----------------------------|------------------|------------------|------------------|
| | | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA | |
| FRUTAS | | | | | | | | | | | |
| apaco | Unidades | 0.50 | 15,793 | 16,740 | 17,725 | 34,965 | 37,062 | 39,242 | 50,758 | 53,803 | 56,967 |
| apano | racimo | 0.35 | 17,372 | 18,415 | 19,497 | 38,461 | 40,769 | 43,166 | 55,834 | 59,183 | 62,664 |
| apilla | Kg | 1.00 | 7,891 | 8,153 | 8,632 | 17,028 | 18,050 | 19,111 | 24,720 | 26,203 | 27,744 |
| apayaba | Kg | 1.00 | 19,998 | 21,197 | 22,444 | 44,274 | 46,930 | 49,689 | 64,272 | 68,127 | 72,133 |
| apón | Kg | 0.50 | 7,691 | 8,153 | 8,632 | 17,028 | 18,050 | 19,111 | 24,720 | 26,203 | 27,744 |
| apandarina | Unidades | 0.04 | 11,281 | 11,957 | 12,661 | 24,975 | 26,473 | 28,030 | 36,256 | 38,431 | 40,691 |
| apanzana | Kg | 0.70 | 8,256 | 8,751 | 9,265 | 18,277 | 19,373 | 20,513 | 26,533 | 28,124 | 29,778 |
| apracuya | Kg | 1.00 | 8,717 | 9,240 | 9,783 | 19,299 | 20,456 | 21,659 | 28,019 | 29,696 | 31,443 |
| apón | Unidades | 0.60 | 8,122 | 8,609 | 9,116 | 17,982 | 19,061 | 20,182 | 26,104 | 27,670 | 29,297 |
| apra | Kg | 1.00 | 15,383 | 16,306 | 17,265 | 34,057 | 36,100 | 38,223 | 49,440 | 52,405 | 55,487 |
| apranja | Kg | 1.00 | 64,301 | 68,158 | 72,166 | 142,357 | 150,896 | 159,770 | 208,658 | 219,054 | 231,936 |
| apranjilla | Kg | 0.70 | 13,998 | 14,838 | 15,711 | 30,992 | 32,851 | 34,783 | 44,990 | 47,689 | 50,493 |
| apaya | Unidades | 0.25 | 5,640 | 5,979 | 6,330 | 12,487 | 13,237 | 14,015 | 18,128 | 19,215 | 20,345 |
| apra | Kg | 1.00 | 10,255 | 10,870 | 11,510 | 22,704 | 24,066 | 25,482 | 32,960 | 34,937 | 36,991 |
| apra | Unidades | 0.50 | 11,281 | 11,957 | 12,661 | 24,975 | 26,473 | 28,030 | 36,256 | 38,431 | 40,691 |
| apitano | racimo | 1.00 | 49,636 | 52,613 | 55,707 | 109,890 | 116,481 | 123,332 | 159,525 | 169,094 | 179,039 |
| apitano verde | racimo | 1.00 | 55,276 | 58,592 | 62,037 | 122,377 | 129,718 | 137,347 | 177,653 | 188,310 | 199,384 |
| apmarindo | Kg | 1.00 | 5,128 | 5,435 | 5,755 | 11,352 | 12,033 | 12,741 | 16,480 | 17,468 | 18,496 |
| apmate de árbol | Kg | 1.25 | 46,149 | 48,917 | 51,794 | 102,170 | 108,299 | 114,668 | 148,319 | 157,216 | 166,462 |
| apas | Kg | 1.00 | 17,947 | 19,023 | 20,142 | 39,733 | 42,116 | 44,593 | 57,680 | 61,140 | 64,735 |
| SUBTOTAL | | | 399,915 | 423,904 | 448,833 | 885,384 | 938,494 | 993,686 | 1,285,300 | 1,362,398 | 1,442,519 |
| HORTALIZAS VERDURAS Y TUBERCULOS | | | | | | | | | | | |
| apelga | porciones | 0.20 | 7,220 | 7,653 | 8,103 | 15,984 | 16,943 | 17,939 | 23,204 | 24,596 | 26,042 |
| aperro | porciones | 0.25 | 3,666 | 3,886 | 4,115 | 8,117 | 8,604 | 9,110 | 11,789 | 12,490 | 13,224 |
| apebolla blanca | atados | 0.60 | 25,720 | 27,263 | 28,866 | 56,943 | 60,359 | 63,908 | 82,663 | 87,622 | 92,775 |
| apebolla perla | atados | 0.60 | 25,043 | 26,546 | 28,107 | 55,444 | 58,770 | 62,226 | 80,489 | 85,316 | 90,333 |
| apoj | Unidades | 0.25 | 5,922 | 6,278 | 6,647 | 13,112 | 13,898 | 14,716 | 19,034 | 20,178 | 21,363 |
| apberba sal/duice | atados | 0.25 | 9,025 | 9,566 | 10,129 | 19,980 | 21,178 | 22,424 | 29,005 | 30,744 | 32,552 |
| apchuga | Unidades | 0.20 | 8,768 | 7,174 | 7,596 | 14,965 | 15,884 | 16,818 | 21,753 | 23,058 | 24,414 |
| apabo | porciones | 0.15 | 1,015 | 1,076 | 1,139 | 2,248 | 2,383 | 2,523 | 3,263 | 3,459 | 3,662 |
| apapa Nabo | porciones | 0.20 | 1,354 | 1,435 | 1,519 | 2,997 | 3,177 | 3,364 | 4,351 | 4,612 | 4,883 |
| apas | Kg | 0.50 | 282,020 | 298,937 | 316,517 | 624,374 | 661,826 | 700,748 | 908,384 | 960,764 | 1,017,265 |
| apamiento | Kg | 1.00 | 17,485 | 18,534 | 19,624 | 38,711 | 41,033 | 43,446 | 55,196 | 59,567 | 63,070 |
| apabanos | porciones | 0.20 | 1,892 | 1,784 | 1,899 | 3,746 | 3,971 | 4,204 | 5,438 | 5,765 | 6,104 |
| apemolacha | porciones | 0.20 | 1,918 | 2,033 | 2,152 | 4,246 | 4,500 | 4,765 | 6,163 | 6,533 | 6,917 |
| apomate riñon | Kg | 1.00 | 83,816 | 88,844 | 94,069 | 185,564 | 196,695 | 208,262 | 269,380 | 285,539 | 302,331 |
| apainita | porciones | 0.70 | 27,638 | 29,296 | 31,019 | 61,189 | 64,859 | 68,673 | 88,827 | 94,155 | 99,692 |
| apuca | Kg | 0.40 | 4,332 | 4,592 | 4,862 | 9,590 | 10,166 | 10,763 | 13,922 | 14,757 | 15,625 |
| apanahoria | porciones | 0.70 | 8,607 | 9,124 | 9,660 | 19,058 | 20,199 | 21,387 | 27,863 | 29,323 | 31,047 |
| SUBTOTAL | | | 513,243 | 544,030 | 576,024 | 1,136,285 | 1,204,444 | 1,275,277 | 1,649,528 | 1,748,475 | 1,851,300 |

PROYECCION VENTAS AÑO 4

| PRODUCTOS | PRECIO UNITARIO DE VENTA | LATACUNGA | | | AMBATO | | | TOTAL (LATACUNGA + AMBATO) | | |
|-----------------------------|--------------------------|-----------|----------------|----------------|----------------|------------------|------------------|----------------------------|------------------|------------------|
| | | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA |
| GRANOS | | | | | | | | | | |
| Alverja | Kg | 1.80 | 53,200 | 56,392 | 59,708 | 124,847 | 132,189 | 170,982 | 181,238 | 191,897 |
| Arrozillo | Kg | 0.50 | 2,031 | 2,152 | 2,279 | 4,765 | 5,045 | 5,828 | 6,917 | 7,324 |
| Arroz | Kg | 0.60 | 120,005 | 127,204 | 134,685 | 281,620 | 298,182 | 385,638 | 408,824 | 432,867 |
| Arroz de cebada | Kg | 0.50 | 7,671 | 8,131 | 8,609 | 18,002 | 19,060 | 24,654 | 26,133 | 27,670 |
| Ayocan | Kg | 0.60 | 65,366 | 58,687 | 62,139 | 129,930 | 137,571 | 177,943 | 188,617 | 199,709 |
| Arvejas | Kg | 0.80 | 15,432 | 16,358 | 17,320 | 36,215 | 38,345 | 49,598 | 52,573 | 55,665 |
| Arroz | Kg | 0.40 | 6,047 | 6,409 | 6,786 | 14,190 | 15,024 | 19,433 | 20,599 | 21,810 |
| Arroz | Unidades | 0.15 | 130,458 | 32,285 | 34,184 | 71,477 | 75,681 | 97,891 | 103,762 | 109,865 |
| Arroz | Kg | 0.60 | 20,238 | 21,452 | 22,713 | 47,493 | 50,286 | 65,043 | 68,944 | 72,999 |
| Arroz | Kg | 0.60 | 20,578 | 21,810 | 23,093 | 48,287 | 51,127 | 66,431 | 70,087 | 74,220 |
| Arroz | Kg | 0.70 | 7,980 | 8,119 | 8,597 | 17,975 | 19,032 | 24,818 | 26,094 | 27,629 |
| Arroz | Kg | 1.20 | 8,722 | 8,609 | 9,116 | 19,061 | 20,182 | 26,104 | 27,670 | 29,297 |
| Arroz | Kg | 0.45 | 8,244 | 6,618 | 7,008 | 14,653 | 15,515 | 20,068 | 21,271 | 22,522 |
| Arroz partido | Kg | 0.20 | 2,382 | 2,535 | 2,684 | 5,612 | 5,942 | 7,698 | 8,147 | 8,626 |
| Arroz | Kg | 1.50 | 13,829 | 13,811 | 14,623 | 30,576 | 32,375 | 41,875 | 44,387 | 46,998 |
| Arroz | Kg | 2.00 | 12,409 | 13,153 | 13,927 | 29,120 | 30,833 | 39,881 | 42,274 | 44,760 |
| SUBTOTAL | | | 380,880 | 403,727 | 427,470 | 843,242 | 893,823 | 946,388 | 1,224,121 | 1,373,857 |
| HARINAS | | | | | | | | | | |
| Alverja | Kg | 0.65 | 6,672 | 9,405 | 9,958 | 20,821 | 22,046 | 28,816 | 30,226 | 32,003 |
| Alverja | Kg | 0.70 | 5,054 | 5,357 | 5,672 | 11,860 | 12,557 | 16,243 | 17,217 | 18,229 |
| Castilla | Kg | 0.70 | 21,084 | 22,349 | 23,663 | 49,478 | 52,388 | 67,762 | 71,827 | 76,051 |
| Haba | Kg | 0.70 | 9,061 | 9,626 | 10,192 | 21,311 | 22,564 | 29,186 | 30,937 | 32,756 |
| habilla | Kg | 0.65 | 3,583 | 3,808 | 4,032 | 8,432 | 8,928 | 11,647 | 12,240 | 12,960 |
| chica | Kg | 0.50 | 9,645 | 10,224 | 10,825 | 22,634 | 23,966 | 30,999 | 32,858 | 34,790 |
| caicena | Kg | 0.70 | 7,423 | 7,868 | 8,331 | 17,419 | 18,444 | 23,856 | 25,287 | 26,774 |
| SUBTOTAL | | | 64,762 | 68,636 | 72,672 | 143,356 | 151,955 | 160,892 | 208,168 | 233,564 |
| CARNE LECHE Y HUEVOS | | | | | | | | | | |
| Carne Res | Kg | 2.50 | 81,788 | 86,892 | 91,790 | 191,930 | 203,217 | 262,854 | 278,621 | 295,007 |
| Huevo Res | Kg | 2.20 | 70,178 | 82,865 | 87,739 | 183,458 | 194,247 | 251,252 | 266,324 | 281,986 |
| Huevos | Unidades | 0.06 | 18,410 | 19,515 | 20,662 | 43,204 | 45,745 | 59,169 | 62,719 | 66,407 |
| Pescado | Kg | 2.00 | 50,312 | 53,330 | 56,467 | 118,070 | 125,013 | 161,701 | 171,400 | 181,480 |
| Pollo | Kg | 2.50 | 113,372 | 120,173 | 127,240 | 266,054 | 281,701 | 364,370 | 388,227 | 408,941 |
| Huevo | Unidades | 1.20 | 28,126 | 27,694 | 29,322 | 61,312 | 64,917 | 85,988 | 89,005 | 94,239 |
| Antequilla | Kg | 2.50 | 18,049 | 19,132 | 20,257 | 42,357 | 44,848 | 58,009 | 61,489 | 65,105 |
| Leche | litros | 0.50 | 84,608 | 89,681 | 94,955 | 198,548 | 210,224 | 271,918 | 288,229 | 305,180 |
| SUBTOTAL | | | 470,839 | 499,082 | 528,432 | 1,104,932 | 1,169,912 | 1,513,243 | 1,604,014 | 1,698,344 |

PROYECCION VENTAS AÑO 4

| PRODUCTOS | PRECIO UNITARIO DE VENTA | LATACUNGA | | | AMBATO | | | TOTAL (LATACUNGA + AMBATO) | | | |
|-----------------------------|--------------------------|-----------|------------------|------------------|------------------|------------------|------------------|----------------------------|------------------|------------------|------------------|
| | | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA | |
| ALIMENTOS PROCESADOS | | | | | | | | | | | |
| Leche | Unidades | 1.00 | 51,892 | 55,004 | 58,239 | 114,885 | 121,776 | 128,938 | 166,777 | 176,781 | 187,177 |
| Quesos | Unidades | 0.10 | 6,554 | 6,947 | 7,356 | 14,510 | 15,381 | 16,285 | 21,065 | 22,328 | 23,641 |
| Helados | Unidades | 0.65 | 29,330 | 31,089 | 32,918 | 64,935 | 68,830 | 72,878 | 94,285 | 99,919 | 105,796 |
| Mermeladas | Kg | 8.00 | 63,173 | 66,962 | 70,900 | 139,860 | 148,249 | 156,967 | 203,032 | 215,211 | 227,867 |
| Yogur | Kg | 1.00 | 10,266 | 10,881 | 11,521 | 22,727 | 24,090 | 25,507 | 32,993 | 34,972 | 37,028 |
| Lechosa | Kg | 1.64 | 11,840 | 12,551 | 13,289 | 26,214 | 27,786 | 29,420 | 38,054 | 40,337 | 42,709 |
| Arroz | Kg | 2.40 | 65,790 | 69,736 | 73,837 | 145,654 | 154,391 | 163,470 | 211,444 | 224,127 | 237,308 |
| Legumbres | Kg | 0.48 | 29,186 | 30,936 | 32,756 | 64,615 | 68,491 | 72,519 | 93,801 | 99,428 | 105,275 |
| Maíz | Kg | 0.70 | 7,897 | 8,370 | 8,862 | 17,482 | 18,531 | 19,621 | 25,379 | 26,901 | 28,483 |
| Harina | Unidades | 0.35 | 6,712 | 7,115 | 7,533 | 14,960 | 15,751 | 16,678 | 21,572 | 22,866 | 24,211 |
| Polvos | Kg | 1.20 | 14,214 | 15,066 | 15,952 | 31,488 | 33,356 | 35,318 | 45,682 | 48,422 | 51,270 |
| Alfajores | Unidades | 1.00 | 13,537 | 14,349 | 15,193 | 29,970 | 31,768 | 33,636 | 43,507 | 46,117 | 48,829 |
| Paquetes | Unidades | 0.05 | 84,608 | 89,681 | 94,955 | 187,312 | 198,548 | 210,224 | 271,918 | 288,229 | 305,180 |
| Chocolate | Kg | 0.40 | 3,565 | 3,779 | 4,001 | 7,892 | 8,365 | 8,857 | 11,457 | 12,144 | 12,858 |
| Tomate | Unidades | 1.20 | 26,428 | 30,133 | 31,905 | 62,937 | 66,712 | 70,635 | 91,365 | 96,845 | 102,540 |
| Alfajores | Unidades | 1.10 | 10,796 | 11,443 | 12,116 | 23,901 | 25,335 | 26,825 | 34,697 | 36,778 | 38,941 |
| Alfajores | Unidades | 0.06 | 612 | 661 | 712 | 1,398 | 1,466 | 1,548 | 2,010 | 2,136 | 2,272 |
| SUBTOTAL | | | 438,596 | 464,905 | 492,245 | 971,021 | 1,029,267 | 1,089,797 | 1,409,617 | 1,494,172 | 1,582,043 |
| OTROS | | | | | | | | | | | |
| Paquetes | Unidades | 0.40 | 7,536 | 7,988 | 8,457 | 16,883 | 17,684 | 18,724 | 24,219 | 25,672 | 27,181 |
| Paquetes | Kg | 1.60 | 17,688 | 18,749 | 19,852 | 39,161 | 41,510 | 43,951 | 56,849 | 60,259 | 63,803 |
| Paquetes | paquetes | 0.60 | 3,048 | 3,229 | 3,418 | 6,743 | 7,148 | 7,568 | 9,789 | 10,376 | 10,986 |
| Paquetes | Unidades | 0.18 | 40,611 | 43,047 | 45,579 | 89,910 | 95,303 | 100,908 | 130,521 | 138,350 | 146,486 |
| Paquetes | Unidades | 0.30 | 7,005 | 7,426 | 7,862 | 15,509 | 16,440 | 17,407 | 22,515 | 23,865 | 25,269 |
| Paquetes | Unidades | 0.20 | 21,859 | 22,958 | 24,309 | 47,952 | 50,828 | 53,817 | 69,611 | 73,787 | 78,126 |
| Paquetes | Unidades | 1.53 | 41,423 | 43,908 | 46,490 | 91,708 | 97,209 | 102,928 | 133,131 | 141,117 | 149,416 |
| Paquetes | Unidades | 1.00 | 24,818 | 26,306 | 27,854 | 54,945 | 58,241 | 61,666 | 79,763 | 84,547 | 89,519 |
| Paquetes | Lt | 1.90 | 21,434 | 22,719 | 24,055 | 47,452 | 50,299 | 53,257 | 68,886 | 73,018 | 77,312 |
| Paquetes | 500 gr | 1.80 | 10,153 | 10,762 | 11,395 | 22,477 | 23,826 | 25,227 | 32,630 | 34,587 | 36,622 |
| Paquetes | Unidades | 0.50 | 14,101 | 14,947 | 15,826 | 31,219 | 33,091 | 35,037 | 45,320 | 48,036 | 50,863 |
| Paquetes | Unidades | 0.60 | 6,768 | 7,174 | 7,596 | 14,985 | 15,884 | 16,818 | 21,753 | 23,058 | 24,414 |
| Paquetes | Unidades | 0.60 | 20,305 | 21,523 | 22,789 | 44,955 | 47,651 | 50,454 | 65,260 | 69,175 | 73,243 |
| Paquetes | Unidades | 3.00 | 10,153 | 10,762 | 11,395 | 22,477 | 23,826 | 25,227 | 32,630 | 34,587 | 36,622 |
| Paquetes | Unidades | 1.00 | 11,281 | 11,957 | 12,661 | 24,975 | 26,473 | 28,030 | 36,256 | 38,431 | 40,691 |
| Paquetes | Unidades | 1.80 | 6,092 | 6,457 | 6,837 | 13,488 | 14,295 | 15,136 | 19,578 | 20,752 | 21,973 |
| SUBTOTAL | | | 264,073 | 279,913 | 296,374 | 584,638 | 619,708 | 656,152 | 848,711 | 899,621 | 952,526 |
| TOTAL | | | 2,532,298 | 2,684,197 | 2,842,051 | 5,606,331 | 5,942,624 | 6,292,103 | 8,138,629 | 8,626,820 | 9,134,154 |

PROYECCION VENTAS AÑO 5

| PRODUCTOS | PRECIO UNITARIO DE VENTA | LATACUNGA | | | AMBATO | | | TOTAL (LATACUNGA + AMBATO) | | | |
|-----------------------------|--------------------------|-----------|----------------|----------------|----------------|------------------|------------------|----------------------------|------------------|------------------|------------------|
| | | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA | |
| GRANOS | | | | | | | | | | | |
| Arveja | Kg | 1.80 | 66,435 | 60,993 | 65,822 | 126,943 | 135,034 | 145,725 | 181,378 | 196,028 | 211,547 |
| Ajocillo | Kg | 0.50 | 2,154 | 2,328 | 2,512 | 4,798 | 5,154 | 5,562 | 8,922 | 7,482 | 8,074 |
| Ajón | Kg | 0.60 | 127,302 | 137,584 | 148,476 | 281,837 | 304,601 | 328,716 | 409,139 | 442,184 | 477,192 |
| Ajón de cebada | Kg | 0.50 | 8,137 | 8,795 | 9,491 | 18,016 | 19,471 | 21,012 | 28,153 | 28,265 | 30,503 |
| Ajón de maíz | Kg | 0.60 | 58,733 | 63,476 | 68,502 | 130,030 | 140,532 | 151,658 | 189,762 | 204,008 | 220,160 |
| Ajón de trigo | Kg | 0.80 | 16,370 | 17,693 | 19,093 | 36,243 | 39,170 | 42,271 | 52,613 | 56,863 | 61,365 |
| Ajón de cebada | Kg | 0.40 | 6,214 | 6,932 | 7,481 | 14,200 | 15,347 | 16,562 | 20,918 | 22,280 | 24,044 |
| Ajón de maíz | Unidades | 0.15 | 32,310 | 34,920 | 37,684 | 71,532 | 77,310 | 83,430 | 103,842 | 112,229 | 121,115 |
| Ajón de trigo | Kg | 0.60 | 21,468 | 23,202 | 25,039 | 47,529 | 51,368 | 55,435 | 68,997 | 74,570 | 80,474 |
| Ajón de cebada | Kg | 0.60 | 21,627 | 23,590 | 25,458 | 48,324 | 52,227 | 56,362 | 70,151 | 75,817 | 81,820 |
| Ajón de maíz | Kg | 0.70 | 8,125 | 8,782 | 9,477 | 17,969 | 19,442 | 20,981 | 26,114 | 28,224 | 30,458 |
| Ajón de trigo | Kg | 1.20 | 3,818 | 4,119 | 4,445 | 8,438 | 9,120 | 9,842 | 12,250 | 13,239 | 14,287 |
| Ajón de cebada | Kg | 0.45 | 8,624 | 7,159 | 7,725 | 14,664 | 15,849 | 17,103 | 21,288 | 23,007 | 24,829 |
| Ajón de maíz partido | Kg | 0.20 | 2,637 | 2,742 | 2,959 | 5,617 | 6,070 | 6,551 | 8,154 | 8,812 | 9,510 |
| Ajón de trigo | Kg | 1.50 | 13,622 | 14,938 | 16,121 | 30,600 | 33,071 | 35,690 | 44,421 | 48,009 | 51,810 |
| Ajón de cebada | Kg | 2.00 | 13,483 | 14,227 | 15,353 | 29,143 | 31,497 | 33,990 | 42,308 | 45,723 | 49,343 |
| SUBTOTAL | | | 404,037 | 436,671 | 471,242 | 894,511 | 966,759 | 1,043,298 | 1,298,548 | 1,403,430 | 1,514,540 |
| HARINAS | | | | | | | | | | | |
| Arveja | Kg | 0.65 | 9,412 | 10,172 | 10,977 | 20,837 | 22,520 | 24,303 | 30,249 | 32,692 | 35,280 |
| Alverja | Kg | 0.70 | 5,381 | 5,794 | 6,253 | 11,688 | 12,828 | 13,843 | 17,230 | 18,622 | 20,096 |
| Castilla | Kg | 0.70 | 22,368 | 24,172 | 26,086 | 49,516 | 53,516 | 57,752 | 71,882 | 77,688 | 83,838 |
| Haba | Kg | 0.70 | 9,633 | 10,411 | 11,236 | 21,327 | 23,050 | 24,875 | 30,960 | 33,461 | 36,110 |
| Maíz | Kg | 0.65 | 3,811 | 4,119 | 4,445 | 8,438 | 9,120 | 9,842 | 12,250 | 13,239 | 14,287 |
| Trigo | Kg | 0.50 | 10,232 | 11,058 | 11,933 | 22,652 | 24,481 | 26,420 | 32,683 | 35,539 | 38,353 |
| Maicena | Kg | 0.70 | 7,874 | 8,510 | 9,184 | 17,433 | 18,841 | 20,332 | 25,307 | 27,351 | 29,516 |
| SUBTOTAL | | | 66,689 | 74,237 | 80,114 | 162,072 | 164,355 | 177,367 | 220,781 | 238,592 | 257,481 |
| CARNE LECHE Y HUEVOS | | | | | | | | | | | |
| Carne Res | Kg | 2.50 | 93,750 | 93,766 | 101,189 | 192,077 | 207,591 | 224,026 | 276,836 | 301,357 | 325,216 |
| Queso Res | Kg | 2.20 | 82,920 | 89,627 | 96,723 | 183,546 | 198,428 | 214,136 | 268,520 | 288,056 | 310,861 |
| Huevos | Unidades | 0.06 | 19,340 | 21,107 | 22,778 | 43,237 | 46,729 | 50,429 | 62,787 | 67,836 | 73,207 |
| Escado | Kg | 2.00 | 63,970 | 57,682 | 62,249 | 118,161 | 127,704 | 137,815 | 171,532 | 185,386 | 200,064 |
| Pollo | Kg | 2.50 | 120,265 | 129,979 | 140,269 | 266,239 | 287,764 | 310,547 | 389,524 | 417,743 | 450,816 |
| Queso | Unidades | 1.20 | 77,715 | 29,953 | 32,325 | 61,359 | 66,315 | 71,565 | 89,074 | 96,268 | 103,890 |
| Antequilla | Kg | 2.50 | 19,147 | 20,693 | 22,331 | 42,368 | 45,813 | 49,440 | 61,598 | 66,506 | 71,772 |
| Leche | litros | 0.50 | 89,750 | 96,999 | 104,679 | 198,701 | 214,749 | 231,751 | 288,451 | 311,749 | 336,430 |
| SUBTOTAL | | | 499,466 | 539,807 | 582,544 | 1,105,782 | 1,195,095 | 1,289,711 | 1,605,248 | 1,734,902 | 1,872,255 |

PROYECCION VENTAS AÑO 5

| PRODUCTOS | PRECIO UNITARIO DE VENTA | LATACUNGA | | | AMBATO | | | TOTAL (LATACUNGA + AMBATO) | | | |
|---|--------------------------|-----------|----------------|----------------|----------------|------------------|------------------|----------------------------|------------------|------------------|------------------|
| | | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA | |
| FRUTAS | | | | | | | | | | | |
| Arco | Unidades | 0.50 | 16,753 | 18,107 | 19,540 | 37,091 | 40,087 | 43,260 | 53,844 | 58,193 | 62,800 |
| Arco | racimo | 0.35 | 18,429 | 19,917 | 21,494 | 40,800 | 44,095 | 47,586 | 59,229 | 64,012 | 69,080 |
| Avila | Kg | 1.00 | 8,139 | 8,818 | 9,516 | 18,994 | 19,523 | 21,068 | 26,223 | 28,341 | 30,585 |
| ayaba | Kg | 1.00 | 21,214 | 22,927 | 24,742 | 46,968 | 50,759 | 54,778 | 68,179 | 73,686 | 79,520 |
| ón | Kg | 0.50 | 8,159 | 8,818 | 9,516 | 18,064 | 19,523 | 21,068 | 26,223 | 28,341 | 30,585 |
| ndarina | Unidades | 0.04 | 11,967 | 12,933 | 13,957 | 26,493 | 28,633 | 30,900 | 38,460 | 41,566 | 44,857 |
| nzana | Kg | 0.70 | 8,757 | 9,465 | 10,214 | 19,388 | 20,954 | 22,613 | 28,148 | 30,419 | 32,827 |
| acuya | Kg | 1.00 | 9,247 | 9,994 | 10,785 | 20,472 | 22,126 | 23,877 | 29,719 | 32,120 | 34,662 |
| ón | Unidades | 0.60 | 8,618 | 9,312 | 10,049 | 19,075 | 20,616 | 22,248 | 27,691 | 29,928 | 32,297 |
| ra | Kg | 1.00 | 16,318 | 17,636 | 19,032 | 36,127 | 39,045 | 42,137 | 52,446 | 56,682 | 61,169 |
| ranja | Kg | 1.00 | 68,210 | 73,719 | 79,556 | 151,012 | 163,210 | 176,131 | 219,223 | 236,929 | 255,687 |
| ranjilla | Kg | 0.70 | 14,850 | 16,049 | 17,320 | 32,876 | 35,531 | 38,344 | 47,726 | 51,580 | 55,664 |
| aya | Unidades | 0.25 | 5,983 | 6,467 | 6,979 | 13,247 | 14,317 | 15,450 | 19,230 | 20,783 | 22,429 |
| a | Kg | 1.00 | 10,878 | 11,757 | 12,688 | 24,085 | 26,030 | 28,091 | 34,964 | 37,758 | 40,779 |
| a | Unidades | 0.50 | 11,967 | 12,933 | 13,957 | 26,493 | 28,633 | 30,900 | 38,460 | 41,566 | 44,857 |
| tano | racimo | 1.00 | 52,853 | 56,906 | 61,411 | 116,571 | 125,986 | 135,961 | 169,225 | 182,893 | 197,372 |
| tano verde | racimo | 1.00 | 58,637 | 63,373 | 68,390 | 129,818 | 140,303 | 151,411 | 188,455 | 203,676 | 219,801 |
| marindo | Kg | 1.00 | 5,438 | 5,879 | 6,344 | 12,042 | 13,015 | 14,046 | 17,482 | 18,894 | 20,390 |
| mate de árbol | Kg | 1.25 | 48,953 | 52,909 | 57,097 | 108,382 | 117,136 | 126,410 | 157,337 | 170,045 | 183,507 |
| as | Kg | 1.00 | 19,038 | 20,576 | 22,205 | 42,149 | 45,553 | 49,159 | 61,187 | 66,128 | 71,364 |
| SUBTOTAL | | | 424,230 | 458,495 | 494,794 | 839,216 | 1,015,075 | 1,095,439 | 1,363,446 | 1,473,569 | 1,590,233 |
| HORTALIZAS VERDURAS Y TUBERCULOS | | | | | | | | | | | |
| Beiga | porciones | 0.20 | 7,659 | 8,277 | 8,933 | 16,956 | 18,325 | 19,776 | 24,814 | 26,603 | 28,709 |
| erizo | porciones | 0.25 | 3,689 | 4,203 | 4,536 | 8,610 | 9,306 | 10,043 | 12,500 | 13,509 | 14,579 |
| ebolla blanca | atados | 0.60 | 27,284 | 29,488 | 31,822 | 60,405 | 65,284 | 70,452 | 87,689 | 94,772 | 102,275 |
| ebolla perla | atados | 0.60 | 28,588 | 28,712 | 30,985 | 58,815 | 63,566 | 68,598 | 85,381 | 92,278 | 99,583 |
| ol | Unidades | 0.25 | 6,263 | 6,790 | 7,328 | 13,909 | 15,032 | 16,223 | 20,192 | 21,822 | 23,550 |
| erba sal/dulce | atados | 0.25 | 8,673 | 10,347 | 11,166 | 21,185 | 22,907 | 24,720 | 30,768 | 33,253 | 35,886 |
| chuga | Unidades | 0.20 | 7,180 | 7,760 | 8,374 | 15,896 | 17,180 | 18,540 | 23,076 | 24,940 | 26,914 |
| abo | porciones | 0.15 | 1,077 | 1,164 | 1,256 | 2,384 | 2,577 | 2,781 | 3,461 | 3,741 | 4,037 |
| apa Nabo | porciones | 0.20 | 1,438 | 1,552 | 1,675 | 3,179 | 3,436 | 3,708 | 4,615 | 4,988 | 5,383 |
| apas | Kg | 0.50 | 299,167 | 323,331 | 348,929 | 662,336 | 715,831 | 772,504 | 961,503 | 1,039,162 | 1,121,433 |
| amiento | Kg | 1.00 | 18,548 | 20,046 | 21,634 | 41,065 | 44,382 | 47,895 | 59,613 | 64,428 | 69,529 |
| abanos | porciones | 0.20 | 7,795 | 1,940 | 2,094 | 3,974 | 4,295 | 4,635 | 5,769 | 6,235 | 6,729 |
| emolacha | porciones | 0.20 | 2,034 | 2,199 | 2,373 | 4,504 | 4,868 | 5,253 | 6,538 | 7,066 | 7,626 |
| omate riñon | Kg | 1.00 | 89,913 | 96,094 | 103,702 | 196,846 | 212,745 | 229,588 | 285,759 | 308,839 | 333,290 |
| ainita | porciones | 0.70 | 23,313 | 31,686 | 34,195 | 64,909 | 70,151 | 75,705 | 94,227 | 101,838 | 109,900 |
| uca | Kg | 0.40 | 4,585 | 4,966 | 5,360 | 10,173 | 10,995 | 11,866 | 14,769 | 15,962 | 17,225 |
| anahonia | porciones | 0.70 | 9,131 | 9,868 | 10,649 | 20,214 | 21,847 | 23,577 | 29,345 | 31,715 | 34,226 |
| SUBTOTAL | | | 644,449 | 588,423 | 635,009 | 1,205,371 | 1,302,727 | 1,405,865 | 1,749,820 | 1,891,150 | 2,040,874 |

PROYECCION VENTAS AÑO 5

| PRODUCTOS | PRECIO UNITARIO DE VENTA | LATACUNGA | | | AMBATO | | | TOTAL (LATACUNGA + AMBATO) | | | |
|-----------------------------|--------------------------|-----------|------------------|------------------|------------------|------------------|------------------|----------------------------|------------------|------------------|-------------------|
| | | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA | |
| ALIMENTOS PROCESADOS | | | | | | | | | | | |
| Leite | Unidades | 1.00 | 54,047 | 59,493 | 64,203 | 121,870 | 131,713 | 142,141 | 176,517 | 191,206 | 206,344 |
| Lecheros | Unidades | 0.10 | 1,053 | 7,514 | 8,109 | 15,393 | 16,636 | 17,953 | 22,345 | 24,150 | 26,062 |
| Leche condensada | Unidades | 0.65 | 31,113 | 33,626 | 36,289 | 68,883 | 74,446 | 80,340 | 90,996 | 108,073 | 116,629 |
| Leche condensada | Kg | 8.00 | 16,013 | 72,426 | 78,160 | 114,363 | 160,346 | 173,041 | 216,377 | 232,772 | 251,201 |
| Leche condensada | Kg | 1.00 | 10,880 | 11,769 | 12,701 | 24,109 | 26,056 | 28,119 | 34,696 | 37,825 | 40,820 |
| Leche condensada | Kg | 1.64 | 12,560 | 13,575 | 14,649 | 27,807 | 30,053 | 32,433 | 40,366 | 43,628 | 47,082 |
| Leche condensada | Kg | 2.40 | 59,790 | 75,427 | 81,398 | 154,510 | 166,989 | 180,210 | 224,259 | 242,416 | 261,608 |
| Leche condensada | Kg | 0.48 | 30,980 | 33,461 | 36,110 | 68,544 | 74,080 | 79,945 | 99,504 | 107,541 | 116,055 |
| Leche condensada | Kg | 0.70 | 8,377 | 9,053 | 9,770 | 18,545 | 20,043 | 21,630 | 26,922 | 29,097 | 31,400 |
| Leche condensada | Unidades | 0.35 | 7,120 | 7,695 | 8,305 | 15,784 | 17,037 | 18,386 | 22,854 | 24,732 | 26,690 |
| Leche condensada | Kg | 1.20 | 15,076 | 16,296 | 17,586 | 33,382 | 36,078 | 38,934 | 48,460 | 52,374 | 56,520 |
| Leche condensada | Unidades | 1.00 | 14,360 | 15,520 | 16,749 | 31,792 | 34,360 | 37,080 | 46,152 | 49,880 | 53,829 |
| Leche condensada | Unidades | 0.05 | 89,750 | 96,999 | 104,679 | 198,701 | 214,749 | 231,751 | 288,451 | 311,749 | 336,430 |
| Leche condensada | Kg | 0.40 | 2,781 | 4,087 | 4,410 | 8,372 | 9,048 | 9,764 | 12,158 | 13,135 | 14,175 |
| Leche condensada | Unidades | 1.20 | 30,156 | 32,592 | 35,172 | 68,763 | 72,156 | 77,666 | 96,919 | 104,748 | 113,040 |
| Leche condensada | Unidades | 1.10 | 11,452 | 12,377 | 13,357 | 25,354 | 27,402 | 29,571 | 36,808 | 39,779 | 42,928 |
| Leche condensada | Unidades | 0.06 | 662 | 931 | 1,005 | 1,906 | 2,062 | 2,225 | 2,766 | 2,993 | 3,230 |
| SUBTOTAL | | | 466,263 | 502,841 | 542,651 | 1,030,069 | 1,113,255 | 1,201,392 | 1,495,322 | 1,616,096 | 1,744,044 |
| OTROS | | | | | | | | | | | |
| Depilatorio dental | Unidades | 0.40 | 7,984 | 8,639 | 9,323 | 17,698 | 19,127 | 20,641 | 25,691 | 27,766 | 29,965 |
| Depilatorio | Kg | 1.60 | 18,764 | 20,279 | 21,885 | 41,542 | 44,897 | 48,451 | 60,305 | 65,176 | 70,336 |
| Depilatorio | paquetes | 0.60 | 3,231 | 3,492 | 3,768 | 7,153 | 7,731 | 8,343 | 10,384 | 11,223 | 12,111 |
| Depilatorio | Unidades | 0.18 | 43,080 | 46,560 | 50,246 | 95,376 | 103,080 | 111,241 | 138,456 | 149,639 | 161,486 |
| Depilatorio | Unidades | 0.30 | 10,431 | 8,032 | 8,667 | 16,452 | 17,781 | 19,189 | 23,884 | 25,813 | 27,856 |
| Depilatorio | Unidades | 0.20 | 22,976 | 24,832 | 26,798 | 50,667 | 54,976 | 59,328 | 73,843 | 79,808 | 86,126 |
| Depilatorio | Unidades | 1.53 | 43,942 | 47,491 | 51,251 | 97,264 | 105,141 | 113,465 | 141,226 | 152,632 | 164,716 |
| Depilatorio | Unidades | 1.00 | 26,927 | 28,453 | 30,706 | 58,286 | 62,993 | 67,980 | 84,812 | 91,446 | 98,666 |
| Depilatorio | Lt | 1.90 | 22,737 | 24,573 | 26,519 | 50,337 | 54,403 | 58,710 | 73,074 | 78,976 | 85,229 |
| Depilatorio | 500 gr | 1.80 | 10,770 | 11,640 | 12,561 | 23,544 | 25,770 | 27,810 | 34,614 | 37,410 | 40,372 |
| Depilatorio | Unidades | 0.50 | 1,358 | 16,167 | 17,446 | 33,112 | 35,792 | 38,625 | 48,075 | 51,958 | 56,072 |
| Depilatorio | Unidades | 0.60 | 7,160 | 7,760 | 8,374 | 15,696 | 17,180 | 18,540 | 23,076 | 24,940 | 26,914 |
| Depilatorio | Unidades | 0.60 | 1,540 | 23,280 | 25,123 | 47,688 | 51,540 | 55,620 | 69,228 | 74,820 | 80,743 |
| Depilatorio | Unidades | 3.00 | 3,770 | 11,640 | 12,561 | 23,544 | 25,770 | 27,810 | 34,614 | 37,410 | 40,372 |
| Depilatorio | Unidades | 1.00 | 12,967 | 12,933 | 13,957 | 26,493 | 28,633 | 30,900 | 38,460 | 41,566 | 44,857 |
| Depilatorio | Unidades | 1.80 | 3,362 | 6,984 | 7,537 | 14,306 | 15,462 | 16,666 | 20,768 | 22,446 | 24,223 |
| SUBTOTAL | | | 280,128 | 302,754 | 326,723 | 620,184 | 670,276 | 723,342 | 900,319 | 973,030 | 1,050,065 |
| TOTAL | | | 2,686,262 | 2,903,227 | 3,133,077 | 6,947,196 | 6,427,542 | 6,936,414 | 8,633,457 | 9,330,769 | 10,069,491 |

PROYECCION VENTAS AÑO 6

| PRODUCTOS | PRECIO UNITARIO | DE VENTA | LATACUNGA | | | AMBATO | | | TOTAL (LATACUNGA + AMBATO) | | |
|---|-----------------|----------|----------------|----------------|----------------|------------------|------------------|------------------|----------------------------|------------------|------------------|
| | | | PESEMISTA | CONSERVADOR | OPTIMISTA | PESEMISTA | CONSERVADOR | OPTIMISTA | PESEMISTA | CONSERVADOR | OPTIMISTA |
| FRUTAS | | | | | | | | | | | |
| pacoco | Unidades | 0.50 | 11,772 | 19,584 | 21,541 | 38,346 | 43,358 | 47,690 | 67,116 | 62,942 | 69,231 |
| plumano | racimo | 0.35 | 12,548 | 21,542 | 23,695 | 33,281 | 47,693 | 52,459 | 62,830 | 69,236 | 76,154 |
| pitilla | Kg | 1.00 | 18,655 | 9,536 | 10,491 | 119,162 | 21,116 | 23,226 | 27,617 | 30,653 | 33,716 |
| ayayaba | Kg | 1.00 | 22,503 | 24,798 | 27,276 | 46,821 | 54,901 | 60,387 | 72,325 | 79,699 | 87,663 |
| plón | Kg | 0.50 | 9,655 | 9,536 | 10,491 | 119,162 | 21,116 | 23,226 | 27,617 | 30,653 | 33,716 |
| mandarina | Unidades | 0.04 | 12,884 | 13,989 | 15,386 | 28,104 | 30,970 | 34,064 | 40,788 | 44,958 | 49,451 |
| anzana | Kg | 0.70 | 9,290 | 10,237 | 11,260 | 20,567 | 22,664 | 24,929 | 29,857 | 32,901 | 36,189 |
| aracuya | Kg | 1.00 | 10,009 | 10,809 | 11,889 | 21,717 | 23,931 | 26,322 | 31,526 | 34,741 | 38,212 |
| plón | Unidades | 0.60 | 3,140 | 10,072 | 11,078 | 20,235 | 22,298 | 24,526 | 29,375 | 32,370 | 35,605 |
| ra | Kg | 1.00 | 17,319 | 19,075 | 20,981 | 40,324 | 42,231 | 46,451 | 55,694 | 61,307 | 67,433 |
| ranja | Kg | 1.00 | 72,557 | 79,735 | 87,702 | 160,194 | 176,527 | 194,167 | 232,551 | 256,262 | 281,869 |
| ranjilla | Kg | 0.70 | 16,752 | 17,359 | 19,093 | 34,875 | 38,431 | 42,271 | 50,627 | 55,789 | 61,364 |
| payaya | Unidades | 0.25 | 5,347 | 6,994 | 7,693 | 14,092 | 15,485 | 17,032 | 20,309 | 22,479 | 24,725 |
| ra | Kg | 1.00 | 12,540 | 12,717 | 13,988 | 25,549 | 28,154 | 30,968 | 37,090 | 40,871 | 44,955 |
| na | Unidades | 0.50 | 12,884 | 13,989 | 15,386 | 28,104 | 30,970 | 34,064 | 40,788 | 44,958 | 49,451 |
| atano | racimo | 1.00 | 65,855 | 61,550 | 67,700 | 123,859 | 136,267 | 149,883 | 179,513 | 197,817 | 217,583 |
| atano verde | racimo | 1.00 | 62,202 | 68,544 | 75,393 | 137,711 | 151,752 | 166,915 | 199,913 | 220,296 | 242,308 |
| manindo | Kg | 1.00 | 5,779 | 6,358 | 6,994 | 12,775 | 14,077 | 15,484 | 18,545 | 20,436 | 22,478 |
| mate de árbol | Kg | 1.25 | 51,631 | 57,226 | 62,944 | 114,972 | 126,694 | 139,354 | 166,903 | 183,920 | 202,298 |
| as | Kg | 1.00 | 20,195 | 22,255 | 24,478 | 44,711 | 49,270 | 54,193 | 64,907 | 71,525 | 78,672 |
| SUBTOTAL | | | 450,023 | 495,908 | 545,461 | 936,320 | 1,097,905 | 1,207,612 | 1,446,344 | 1,593,813 | 1,753,073 |
| HORTALIZAS VERDURAS Y TUBERCULOS | | | | | | | | | | | |
| ceiga | porciones | 0.20 | 9,924 | 8,953 | 9,847 | 17,987 | 19,821 | 21,801 | 29,111 | 28,773 | 31,648 |
| erizo | porciones | 0.25 | 5,726 | 4,546 | 5,001 | 9,134 | 10,065 | 11,071 | 15,260 | 14,611 | 16,071 |
| ebolla blanca | atados | 0.60 | 21,913 | 31,894 | 35,081 | 64,078 | 70,811 | 77,667 | 93,023 | 102,505 | 112,748 |
| ebolla perla | atados | 0.60 | 21,913 | 31,055 | 34,158 | 62,591 | 68,753 | 75,623 | 93,573 | 99,807 | 109,781 |
| ol | Unidades | 0.25 | 6,664 | 7,344 | 8,078 | 14,755 | 16,259 | 17,884 | 21,419 | 23,603 | 25,962 |
| erba sal/duice | atados | 0.25 | 10,159 | 11,191 | 12,309 | 22,483 | 24,776 | 27,251 | 32,839 | 35,967 | 39,561 |
| chuga | Unidades | 0.20 | 8,393 | 8,393 | 9,232 | 16,963 | 18,582 | 20,439 | 24,479 | 26,975 | 29,670 |
| abo | porciones | 0.15 | 1,422 | 1,259 | 1,385 | 2,529 | 2,787 | 3,066 | 3,672 | 4,046 | 4,451 |
| apa Nabo | porciones | 0.20 | 1,679 | 1,679 | 1,846 | 3,373 | 3,716 | 4,088 | 4,896 | 5,395 | 5,934 |
| apas | Kg | 0.50 | 37,357 | 349,714 | 384,659 | 702,606 | 774,243 | 851,609 | 1,019,982 | 1,123,958 | 1,236,268 |
| amiento | Kg | 1.00 | 21,678 | 21,682 | 23,849 | 43,582 | 48,003 | 52,600 | 63,206 | 69,685 | 76,649 |
| abanos | porciones | 0.20 | 2,094 | 2,098 | 2,308 | 4,216 | 4,645 | 5,110 | 6,120 | 6,744 | 7,418 |
| emolacha | porciones | 0.20 | 2,376 | 2,376 | 2,616 | 4,778 | 5,265 | 5,791 | 6,938 | 7,643 | 8,407 |
| mate riñon | Kg | 1.00 | 103,935 | 103,935 | 114,321 | 208,818 | 230,105 | 253,098 | 303,183 | 334,040 | 367,419 |
| minita | porciones | 0.70 | 34,272 | 34,272 | 37,697 | 68,855 | 75,876 | 83,458 | 99,958 | 110,148 | 121,154 |
| uca | Kg | 0.40 | 5,372 | 5,372 | 5,908 | 10,792 | 11,892 | 13,081 | 15,667 | 17,264 | 18,989 |
| nahona | porciones | 0.70 | 10,673 | 10,673 | 11,740 | 21,444 | 23,630 | 25,991 | 31,129 | 34,303 | 37,731 |
| SUBTOTAL | | | 677,551 | 636,438 | 700,034 | 1,278,558 | 1,409,030 | 1,549,825 | 1,856,209 | 2,045,468 | 2,249,859 |

| PROYECCION VENTAS AÑO 6 | | | | | | | | | | | |
|-----------------------------|--------------------------|-----------|----------------|----------------|----------------|------------------|------------------|----------------------------|------------------|------------------|------------------|
| PRODUCTOS | PRECIO UNITARIO DE VENTA | LATACUNGA | | | AMBATO | | | TOTAL (LATACUNGA + AMBATO) | | | |
| | | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA | |
| GRANOS | | | | | | | | | | | |
| Alverja | Kg | 1.80 | 59,868 | 65,970 | 72,562 | 132,940 | 146,053 | 160,647 | 192,406 | 212,023 | 233,210 |
| Arrocillo | Kg | 0.50 | 2,265 | 2,518 | 2,770 | 5,059 | 5,575 | 6,132 | 7,044 | 8,092 | 8,901 |
| Arroz | Kg | 0.60 | 135,042 | 148,810 | 163,680 | 296,973 | 329,456 | 362,376 | 434,014 | 478,268 | 526,057 |
| Arroz de cebada | Kg | 0.50 | 8,632 | 9,512 | 10,463 | 19,411 | 21,059 | 23,164 | 27,743 | 30,572 | 33,626 |
| Azúcar | Kg | 0.60 | 52,203 | 68,656 | 75,516 | 137,636 | 151,999 | 167,188 | 200,238 | 220,655 | 242,704 |
| Languil | Kg | 0.80 | 17,066 | 19,136 | 21,049 | 39,447 | 42,367 | 46,600 | 55,632 | 61,503 | 67,649 |
| Alhocho | Kg | 0.40 | 6,604 | 7,498 | 8,247 | 15,064 | 16,600 | 18,258 | 21,668 | 24,098 | 26,506 |
| Alhodo | Unidades | 0.15 | 34,275 | 37,769 | 41,543 | 75,681 | 83,618 | 91,974 | 110,156 | 121,387 | 133,517 |
| Alrejo | Kg | 0.60 | 22,774 | 25,096 | 27,603 | 50,419 | 55,560 | 61,111 | 73,182 | 80,655 | 88,715 |
| Alabas | Kg | 0.60 | 23,154 | 25,515 | 28,065 | 51,262 | 56,489 | 62,133 | 74,416 | 82,004 | 90,198 |
| Alentejón | Kg | 0.70 | 8,619 | 9,498 | 10,447 | 19,063 | 21,028 | 23,130 | 27,702 | 30,527 | 33,577 |
| Alaiz | Kg | 1.20 | 5,140 | 10,072 | 11,078 | 20,235 | 22,298 | 24,526 | 29,375 | 32,370 | 35,605 |
| Alani | Kg | 0.45 | 7,026 | 7,743 | 8,516 | 15,558 | 17,142 | 18,855 | 22,582 | 24,884 | 27,371 |
| Alorocho partido | Kg | 0.20 | 2,661 | 2,966 | 3,262 | 5,958 | 6,566 | 7,222 | 8,649 | 9,531 | 10,484 |
| Alote | Kg | 1.50 | 14,662 | 16,157 | 17,771 | 32,460 | 35,770 | 39,344 | 47,122 | 51,927 | 57,116 |
| Aluinua | Kg | 2.00 | 13,984 | 15,387 | 16,925 | 30,915 | 34,067 | 37,471 | 44,878 | 49,454 | 54,396 |
| SUBTOTAL | | | 428,603 | 472,303 | 519,498 | 948,897 | 1,045,646 | 1,150,131 | 1,377,500 | 1,517,950 | 1,669,629 |
| HARINAS | | | | | | | | | | | |
| Alvena | Kg | 0.65 | 9,984 | 11,002 | 12,101 | 22,104 | 24,358 | 26,792 | 32,088 | 35,360 | 38,893 |
| Alve Alverja | Kg | 0.70 | 5,687 | 6,267 | 6,893 | 12,591 | 13,874 | 15,261 | 18,278 | 20,141 | 22,154 |
| Alve Castilla | Kg | 0.70 | 23,726 | 26,145 | 28,757 | 52,527 | 57,882 | 63,666 | 76,252 | 84,027 | 92,423 |
| Alve Haba | Kg | 0.70 | 10,218 | 11,261 | 12,386 | 22,624 | 24,931 | 27,422 | 32,843 | 36,191 | 39,808 |
| Alve habilla | Kg | 0.65 | 4,043 | 4,455 | 4,901 | 9,951 | 9,864 | 10,849 | 12,984 | 14,319 | 15,750 |
| Alchica | Kg | 0.50 | 10,854 | 11,960 | 13,155 | 24,029 | 26,479 | 29,125 | 34,883 | 38,439 | 42,280 |
| Alaicena | Kg | 0.70 | 8,353 | 9,204 | 10,124 | 18,483 | 20,378 | 22,414 | 26,645 | 29,583 | 32,539 |
| SUBTOTAL | | | 72,865 | 80,294 | 88,318 | 161,318 | 177,766 | 195,529 | 234,183 | 258,061 | 283,847 |
| CARNE LECHE Y HUEVOS | | | | | | | | | | | |
| Alcarne Res | Kg | 2.50 | 92,033 | 101,417 | 111,551 | 209,754 | 224,531 | 246,966 | 295,759 | 325,948 | 358,518 |
| Alqueso Res | Kg | 2.20 | 87,971 | 96,941 | 106,628 | 184,762 | 214,620 | 236,066 | 282,734 | 311,561 | 342,693 |
| Alhuevo | Unidades | 0.06 | 21,717 | 22,829 | 25,111 | 45,666 | 50,543 | 55,893 | 66,583 | 73,372 | 80,704 |
| Alpescado | Kg | 2.00 | 62,389 | 68,623 | 75,343 | 125,343 | 138,125 | 151,927 | 181,981 | 200,514 | 220,550 |
| Alpollo | Kg | 2.50 | 140,585 | 154,633 | 168,243 | 282,443 | 311,246 | 342,347 | 410,025 | 451,831 | 496,980 |
| Alqueso | Unidades | 1.20 | 32,398 | 35,635 | 39,089 | 71,726 | 78,893 | 86,458 | 104,123 | 114,528 | 125,280 |
| Almantequilla | Kg | 2.50 | 22,382 | 24,618 | 27,089 | 44,967 | 49,552 | 54,503 | 65,278 | 71,933 | 79,121 |
| Alleche | litros | 0.50 | 104,914 | 115,398 | 126,782 | 210,782 | 232,273 | 255,483 | 305,649 | 337,187 | 370,880 |
| SUBTOTAL | | | 629,833 | 583,855 | 642,196 | 1,173,014 | 1,292,615 | 1,421,778 | 1,702,847 | 1,876,470 | 2,063,974 |

| PROYECCION VENTAS AÑO 6 | | | | | | | | | | | |
|-----------------------------|--------------------------|-----------|------------------|------------------|------------------|------------------|------------------|----------------------------|------------------|-------------------|-------------------|
| PRODUCTOS | PRECIO UNITARIO DE VENTA | LATACUNGA | | | AMBATO | | | TOTAL (LATACUNGA + AMBATO) | | | |
| | | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA | |
| ALIMENTOS PROCESADOS | | | | | | | | | | | |
| Leite | Unidades | 1.00 | 58,384 | 64,347 | 70,777 | 128,279 | 142,461 | 156,696 | 187,573 | 206,808 | 227,473 |
| Lecheros | Unidades | 0.10 | 77,575 | 8,127 | 8,939 | 16,329 | 17,993 | 19,791 | 23,704 | 26,121 | 28,731 |
| Leche | Unidades | 0.65 | 33,005 | 36,370 | 40,005 | 73,071 | 80,521 | 88,567 | 108,078 | 116,892 | 128,572 |
| Leche | Kg | 8.00 | 71,068 | 78,336 | 86,164 | 157,384 | 173,430 | 190,760 | 228,472 | 251,766 | 276,924 |
| Lecheros | Kg | 1.00 | 11,552 | 12,730 | 14,002 | 25,575 | 28,182 | 30,999 | 37,221 | 40,912 | 45,000 |
| Lecheros | Kg | 1.64 | 13,324 | 14,682 | 16,150 | 29,498 | 32,506 | 35,754 | 42,822 | 47,188 | 51,903 |
| Lecheros | Kg | 2.40 | 74,033 | 81,581 | 89,733 | 163,904 | 180,615 | 198,653 | 237,937 | 262,197 | 288,397 |
| Lecheros | Kg | 0.48 | 32,843 | 36,191 | 39,808 | 72,711 | 80,125 | 88,131 | 108,354 | 116,316 | 127,939 |
| Lecheros | Kg | 0.70 | 8,886 | 9,792 | 10,770 | 19,673 | 21,679 | 23,845 | 28,569 | 31,471 | 34,615 |
| Lecheros | Unidades | 0.35 | 7,653 | 8,323 | 9,155 | 16,722 | 18,427 | 20,268 | 24,475 | 26,750 | 29,423 |
| Lecheros | Kg | 1.20 | 19,995 | 17,626 | 19,387 | 35,411 | 39,022 | 42,921 | 51,408 | 56,647 | 62,308 |
| Lecheros | Unidades | 1.00 | 15,233 | 16,786 | 18,464 | 33,725 | 37,164 | 40,877 | 48,958 | 53,950 | 59,341 |
| Lecheros | Unidades | 0.05 | 85,207 | 104,914 | 115,398 | 210,782 | 232,273 | 255,483 | 305,689 | 337,187 | 370,880 |
| Lecheros | Kg | 0.40 | 4,011 | 4,420 | 4,862 | 8,881 | 9,786 | 10,764 | 12,882 | 14,207 | 15,626 |
| Lecheros | Unidades | 1.20 | 31,990 | 35,251 | 38,774 | 70,823 | 78,044 | 85,842 | 102,812 | 113,285 | 124,616 |
| Lecheros | Unidades | 1.10 | 12,143 | 13,387 | 14,725 | 28,896 | 29,638 | 32,600 | 39,044 | 43,025 | 47,324 |
| Lecheros | Unidades | 0.06 | 914 | 1,007 | 1,108 | 2,024 | 2,230 | 2,453 | 2,937 | 3,237 | 3,560 |
| SUBTOTAL | | | 493,661 | 543,873 | 598,219 | 1,092,686 | 1,204,097 | 1,324,415 | 1,586,237 | 1,747,970 | 1,922,634 |
| OTROS | | | | | | | | | | | |
| Alpillo dental | Unidades | 0.40 | 8,480 | 9,344 | 10,278 | 18,774 | 20,688 | 22,755 | 27,253 | 30,032 | 33,033 |
| Alpillo dental | Kg | 1.60 | 18,905 | 21,934 | 24,126 | 44,067 | 48,561 | 53,413 | 63,972 | 70,485 | 77,539 |
| Alpillo dental | paquetes | 0.60 | 3,427 | 3,777 | 4,154 | 7,588 | 8,362 | 9,197 | 11,016 | 12,139 | 13,352 |
| Alpillo dental | Unidades | 0.18 | 45,699 | 50,359 | 55,391 | 101,175 | 111,491 | 122,632 | 148,675 | 161,850 | 178,023 |
| Alpillo dental | Unidades | 0.30 | 7,883 | 8,687 | 9,555 | 17,453 | 19,232 | 21,154 | 25,336 | 27,918 | 30,709 |
| Alpillo dental | Unidades | 0.20 | 24,373 | 26,858 | 29,542 | 53,980 | 59,462 | 65,404 | 78,339 | 86,320 | 94,945 |
| Alpillo dental | Unidades | 1.53 | 48,813 | 51,366 | 56,499 | 103,198 | 113,721 | 125,084 | 149,612 | 165,087 | 181,583 |
| Alpillo dental | Unidades | 1.00 | 27,927 | 30,775 | 33,850 | 61,929 | 68,133 | 74,942 | 89,582 | 98,908 | 108,792 |
| Alpillo dental | Lt | 1.90 | 24,138 | 26,578 | 29,234 | 53,398 | 58,842 | 64,722 | 77,617 | 85,421 | 93,956 |
| Alpillo dental | 500 gr | 1.80 | 11,025 | 12,590 | 13,848 | 25,294 | 27,873 | 30,658 | 36,418 | 40,462 | 44,506 |
| Alpillo dental | Unidades | 0.50 | 15,688 | 17,486 | 19,233 | 35,130 | 38,712 | 42,580 | 50,999 | 56,198 | 61,813 |
| Alpillo dental | Unidades | 0.60 | 9,817 | 8,393 | 9,232 | 16,863 | 18,582 | 20,439 | 24,578 | 28,975 | 29,670 |
| Alpillo dental | Unidades | 0.60 | 23,650 | 25,179 | 27,095 | 50,588 | 55,746 | 61,316 | 73,437 | 80,925 | 89,011 |
| Alpillo dental | Unidades | 3.00 | 11,025 | 12,590 | 13,848 | 25,294 | 27,873 | 30,658 | 36,418 | 40,462 | 44,506 |
| Alpillo dental | Unidades | 1.00 | 12,694 | 13,989 | 15,386 | 28,704 | 30,970 | 34,064 | 40,798 | 44,958 | 49,451 |
| Alpillo dental | Unidades | 1.80 | 6,636 | 7,554 | 8,309 | 15,178 | 16,724 | 18,395 | 22,051 | 24,277 | 26,703 |
| SUBTOTAL | | | 297,160 | 327,459 | 360,179 | 657,892 | 724,970 | 797,412 | 965,082 | 1,052,429 | 1,157,592 |
| TOTAL | | | 2,849,587 | 3,140,130 | 3,453,904 | 6,308,785 | 6,952,029 | 7,646,703 | 9,158,372 | 10,092,159 | 11,100,607 |

Anexo 8

Presupuesto de Compras

PROYECCION COMPRAS AÑO 1

| PRODUCTOS | COSTO UNITARIO | DE COMPRA | LATACUNGA | | | AMBATO | | | TOTAL (LATACUNGA + AMBATO) | | |
|---|----------------|-----------|---|----------------|----------------|----------------|----------------|----------------|----------------------------|------------------|------------------|
| | | | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA |
| FRUTAS | | | FRUTAS | | | | | | | | |
| abaco | Unidades | 0.33 | 8,520 | 8,820 | 8,820 | 18,527 | 19,527 | 19,527 | 28,347 | 28,347 | 28,347 |
| anano | racimo | 0.23 | 9,702 | 9,702 | 9,702 | 21,480 | 21,480 | 21,480 | 31,182 | 31,182 | 31,182 |
| rutilla | Kg | 0.67 | 4,296 | 4,296 | 4,296 | 8,510 | 9,510 | 9,510 | 13,806 | 13,806 | 13,806 |
| ayaba | Kg | 0.67 | 11,168 | 11,168 | 11,168 | 24,726 | 24,726 | 24,726 | 35,894 | 35,894 | 35,894 |
| mon | Kg | 0.33 | 4,296 | 4,296 | 4,296 | 8,510 | 9,510 | 9,510 | 13,806 | 13,806 | 13,806 |
| andarina | Unidades | 0.03 | 6,300 | 6,300 | 6,300 | 13,948 | 13,948 | 13,948 | 20,248 | 20,248 | 20,248 |
| anzana | Kg | 0.47 | 4,611 | 4,611 | 4,611 | 10,207 | 10,207 | 10,207 | 14,818 | 14,818 | 14,818 |
| aracuya | Kg | 0.67 | 4,868 | 4,868 | 4,868 | 10,778 | 10,778 | 10,778 | 15,646 | 15,646 | 15,646 |
| elón | Unidades | 0.40 | 4,536 | 4,536 | 4,536 | 10,043 | 10,043 | 10,043 | 14,579 | 14,579 | 14,579 |
| ora | Kg | 0.67 | 8,591 | 8,591 | 8,591 | 19,020 | 19,020 | 19,020 | 27,611 | 27,611 | 27,611 |
| aranja | Kg | 0.67 | 35,911 | 35,911 | 35,911 | 79,504 | 79,504 | 79,504 | 115,414 | 115,414 | 115,414 |
| aranjilla | Kg | 0.47 | 7,818 | 7,818 | 7,818 | 17,308 | 17,308 | 17,308 | 25,126 | 25,126 | 25,126 |
| apaya | Unidades | 0.17 | 3,150 | 3,150 | 3,150 | 6,974 | 6,974 | 6,974 | 10,124 | 10,124 | 10,124 |
| era | Kg | 0.67 | 5,727 | 5,727 | 5,727 | 12,680 | 12,680 | 12,680 | 18,407 | 18,407 | 18,407 |
| ña | Unidades | 0.33 | 6,300 | 6,300 | 6,300 | 13,948 | 13,948 | 13,948 | 20,248 | 20,248 | 20,248 |
| atano | racimo | 0.67 | 27,721 | 27,721 | 27,721 | 61,371 | 61,371 | 61,371 | 89,092 | 89,092 | 89,092 |
| atano verde | racimo | 0.67 | 30,871 | 30,871 | 30,871 | 68,345 | 68,345 | 68,345 | 99,216 | 99,216 | 99,216 |
| amarindo | Kg | 0.67 | 2,864 | 2,864 | 2,864 | 6,340 | 6,340 | 6,340 | 9,204 | 9,204 | 9,204 |
| tomate de árbol | Kg | 0.83 | 25,773 | 25,773 | 25,773 | 57,060 | 57,060 | 57,060 | 82,833 | 82,833 | 82,833 |
| vas | Kg | 0.67 | 10,023 | 10,023 | 10,023 | 22,190 | 22,190 | 22,190 | 32,213 | 32,213 | 32,213 |
| SUBTOTAL | | | 223,345 | 223,345 | 223,345 | 494,470 | 494,470 | 494,470 | 717,815 | 717,815 | 717,815 |
| HORTALIZAS VERDURAS Y TUBERCULOS | | | HORTALIZAS VERDURAS Y TUBERCULOS | | | | | | | | |
| celga | porciones | 0.15 | 4,547 | 4,547 | 4,547 | 10,068 | 10,068 | 10,068 | 14,615 | 14,615 | 14,615 |
| erro | porciones | 0.19 | 2,309 | 2,309 | 2,309 | 5,113 | 5,113 | 5,113 | 7,422 | 7,422 | 7,422 |
| ebolla blanca | atados | 0.45 | 16,200 | 16,200 | 16,200 | 35,866 | 35,866 | 35,866 | 52,067 | 52,067 | 52,067 |
| ebolla perla | atados | 0.45 | 15,774 | 15,774 | 15,774 | 34,923 | 34,923 | 34,923 | 50,696 | 50,696 | 50,696 |
| ol | Unidades | 0.19 | 3,730 | 3,730 | 3,730 | 8,259 | 8,259 | 8,259 | 11,989 | 11,989 | 11,989 |
| ierba sal/dulce | atados | 0.19 | 5,684 | 5,684 | 5,684 | 12,585 | 12,585 | 12,585 | 18,269 | 18,269 | 18,269 |
| echuga | Unidades | 0.15 | 4,263 | 4,263 | 4,263 | 9,439 | 9,439 | 9,439 | 13,702 | 13,702 | 13,702 |
| abo | porciones | 0.11 | 639 | 639 | 639 | 1,416 | 1,416 | 1,416 | 2,055 | 2,055 | 2,055 |
| apa Nabo | porciones | 0.15 | 853 | 853 | 853 | 1,888 | 1,888 | 1,888 | 2,740 | 2,740 | 2,740 |
| apas | Kg | 0.38 | 177,635 | 177,635 | 177,635 | 393,271 | 393,271 | 393,271 | 570,906 | 570,906 | 570,906 |
| imiento | Kg | 0.75 | 11,013 | 11,013 | 11,013 | 24,383 | 24,383 | 24,383 | 35,396 | 35,396 | 35,396 |
| abanos | porciones | 0.15 | 1,066 | 1,066 | 1,066 | 2,360 | 2,360 | 2,360 | 3,425 | 3,425 | 3,425 |
| emolacha | porciones | 0.15 | 1,208 | 1,208 | 1,208 | 2,674 | 2,674 | 2,674 | 3,882 | 3,882 | 3,882 |
| tomate ñion | Kg | 0.75 | 52,793 | 52,793 | 52,793 | 116,880 | 116,880 | 116,880 | 169,673 | 169,673 | 169,673 |
| ainita | porciones | 0.53 | 17,408 | 17,408 | 17,408 | 38,541 | 38,541 | 38,541 | 55,949 | 55,949 | 55,949 |
| uca | Kg | 0.30 | 2,728 | 2,728 | 2,728 | 6,041 | 6,041 | 6,041 | 8,769 | 8,769 | 8,769 |
| anahoria | porciones | 0.53 | 5,421 | 5,421 | 5,421 | 12,003 | 12,003 | 12,003 | 17,424 | 17,424 | 17,424 |
| SUBTOTAL | | | 323,274 | 323,274 | 323,274 | 715,707 | 715,707 | 715,707 | 1,038,981 | 1,038,981 | 1,038,981 |

PROYECCION COMPRAS AÑO 1

| PRODUCTOS | COSTO UNITARIO | LATACUNGA | | | AMBATO | | | TOTAL (LATACUNGA + AMBATO) | | | |
|-----------------------------|----------------|-----------------|----------------|----------------|----------------|----------------|----------------|----------------------------|------------------|------------------|------------------|
| | | DE COMPRA | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA |
| GRANOS | | | | | | | | | | | |
| Alverja | Kg | 1.44 | 35,654 | 35,654 | 35,654 | 78,935 | 78,935 | 78,935 | 114,588 | 114,588 | 114,588 |
| Arocillo | Kg | 0.40 | 1,361 | 1,361 | 1,361 | 3,013 | 3,013 | 3,013 | 4,374 | 4,374 | 4,374 |
| Aroz | Kg | 0.48 | 80,425 | 80,425 | 80,425 | 178,055 | 178,055 | 178,055 | 258,480 | 258,480 | 258,480 |
| Aroz de cebada | Kg | 0.40 | 5,141 | 5,141 | 5,141 | 11,382 | 11,382 | 11,382 | 16,522 | 16,522 | 16,522 |
| Azucar | Kg | 0.48 | 37,105 | 37,105 | 37,105 | 82,148 | 82,148 | 82,148 | 119,253 | 119,253 | 119,253 |
| Banguil | Kg | 0.64 | 10,342 | 10,342 | 10,342 | 22,897 | 22,897 | 22,897 | 33,239 | 33,239 | 33,239 |
| Bocho | Kg | 0.32 | 4,052 | 4,052 | 4,052 | 8,971 | 8,971 | 8,971 | 13,024 | 13,024 | 13,024 |
| Bocho | Unidades | 0.12 | 20,412 | 20,412 | 20,412 | 45,192 | 45,192 | 45,192 | 65,604 | 65,604 | 65,604 |
| Bojol | Kg | 0.48 | 13,563 | 13,563 | 13,563 | 30,027 | 30,027 | 30,027 | 43,590 | 43,590 | 43,590 |
| Calabas | Kg | 0.48 | 13,790 | 13,790 | 13,790 | 30,529 | 30,529 | 30,529 | 44,319 | 44,319 | 44,319 |
| Cañetejón | Kg | 0.56 | 5,133 | 5,133 | 5,133 | 11,365 | 11,365 | 11,365 | 16,498 | 16,498 | 16,498 |
| Cañiz | Kg | 0.96 | 5,443 | 5,443 | 5,443 | 12,051 | 12,051 | 12,051 | 17,494 | 17,494 | 17,494 |
| Cañi | Kg | 0.36 | 4,185 | 4,185 | 4,185 | 9,264 | 9,264 | 9,264 | 13,449 | 13,449 | 13,449 |
| Chorocho partido | Kg | 0.16 | 1,603 | 1,603 | 1,603 | 3,548 | 3,548 | 3,548 | 5,151 | 5,151 | 5,151 |
| Chote | Kg | 1.20 | 8,732 | 8,732 | 8,732 | 19,332 | 19,332 | 19,332 | 28,064 | 28,064 | 28,064 |
| Chuinua | Kg | 1.60 | 8,316 | 8,316 | 8,316 | 18,411 | 18,411 | 18,411 | 26,728 | 26,728 | 26,728 |
| | | SUBTOTAL | 255,257 | 255,257 | 255,257 | 565,121 | 565,121 | 565,121 | 820,378 | 820,378 | 820,378 |
| HARINAS | | | | | | | | | | | |
| Alfalfa | Kg | 0.57 | 6,463 | 6,463 | 6,463 | 14,309 | 14,309 | 14,309 | 20,772 | 20,772 | 20,772 |
| Alverja | Kg | 0.61 | 3,681 | 3,681 | 3,681 | 8,150 | 8,150 | 8,150 | 11,832 | 11,832 | 11,832 |
| Castilla | Kg | 0.61 | 15,359 | 15,359 | 15,359 | 34,003 | 34,003 | 34,003 | 49,361 | 49,361 | 49,361 |
| de Haba | Kg | 0.61 | 6,615 | 6,615 | 6,615 | 14,645 | 14,645 | 14,645 | 21,261 | 21,261 | 21,261 |
| de habilla | Kg | 0.57 | 2,617 | 2,617 | 2,617 | 5,794 | 5,794 | 5,794 | 8,412 | 8,412 | 8,412 |
| de Machica | Kg | 0.43 | 7,026 | 7,026 | 7,026 | 15,555 | 15,555 | 15,555 | 22,581 | 22,581 | 22,581 |
| de Maicena | Kg | 0.51 | 5,407 | 5,407 | 5,407 | 11,971 | 11,971 | 11,971 | 17,378 | 17,378 | 17,378 |
| | | SUBTOTAL | 47,169 | 47,169 | 47,169 | 104,428 | 104,428 | 104,428 | 151,597 | 151,597 | 151,597 |
| CARNE LECHE Y HUEVOS | | | | | | | | | | | |
| Carne Res | Kg | 2.17 | 59,577 | 59,577 | 59,577 | 131,900 | 131,900 | 131,900 | 191,477 | 191,477 | 191,477 |
| Huevo Res | Kg | 1.91 | 56,948 | 56,948 | 56,948 | 126,078 | 126,078 | 126,078 | 183,026 | 183,026 | 183,026 |
| Huevos | Unidades | 0.05 | 13,411 | 13,411 | 13,411 | 29,691 | 29,691 | 29,691 | 43,102 | 43,102 | 43,102 |
| Escado | Kg | 1.74 | 36,650 | 36,650 | 36,650 | 81,141 | 81,141 | 81,141 | 117,791 | 117,791 | 117,791 |
| Hollo | Kg | 2.17 | 82,586 | 82,586 | 82,586 | 182,840 | 182,840 | 182,840 | 265,427 | 265,427 | 265,427 |
| Huevo | Unidades | 1.04 | 19,032 | 19,032 | 19,032 | 42,135 | 42,135 | 42,135 | 61,167 | 61,167 | 61,167 |
| Plantequilla | Kg | 2.17 | 13,148 | 13,148 | 13,148 | 29,109 | 29,109 | 29,109 | 42,257 | 42,257 | 42,257 |
| Leche | litros | 0.43 | 61,632 | 61,632 | 61,632 | 136,448 | 136,448 | 136,448 | 198,080 | 198,080 | 198,080 |
| | | SUBTOTAL | 342,984 | 342,984 | 342,984 | 759,343 | 759,343 | 759,343 | 1,102,327 | 1,102,327 | 1,102,327 |

PROYECCION COMPRAS AÑO 1

| PRODUCTOS | COSTO UNITARIO DE COMPRA | LATACUNGA | | | AMBATO | | | TOTAL (LATACUNGA + AMBATO) | | |
|-----------------------------|--------------------------|------------------|------------------|------------------|------------------|------------------|------------------|----------------------------|------------------|------------------|
| | | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA |
| | | | | | | | | | | |
| ALIMENTOS PROCESADOS | | | | | | | | | | |
| Unidades | 0.91 | 39.519 | 39.519 | 39.519 | 87.492 | 87.492 | 87.492 | 127.011 | 127.011 | 127.011 |
| Unidades | 0.09 | 4.991 | 4.991 | 4.991 | 11.051 | 11.051 | 11.051 | 16.042 | 16.042 | 16.042 |
| Unidades | 0.59 | 22.337 | 22.337 | 22.337 | 49.452 | 49.452 | 49.452 | 71.789 | 71.789 | 71.789 |
| Kg | 7.27 | 48.110 | 48.110 | 48.110 | 106.512 | 106.512 | 106.512 | 154.622 | 154.622 | 154.622 |
| Kg | 0.91 | 7.818 | 7.818 | 7.818 | 17.308 | 17.308 | 17.308 | 25.126 | 25.126 | 25.126 |
| Kg | 1.49 | 9.017 | 9.017 | 9.017 | 19.963 | 19.963 | 19.963 | 28.981 | 28.981 | 28.981 |
| Kg | 2.18 | 50.103 | 50.103 | 50.103 | 110.925 | 110.925 | 110.925 | 161.028 | 161.028 | 161.028 |
| kg | 0.44 | 22.227 | 22.227 | 22.227 | 49.209 | 49.209 | 49.209 | 71.435 | 71.435 | 71.435 |
| kg | 0.64 | 6.014 | 6.014 | 6.014 | 13.314 | 13.314 | 13.314 | 19.328 | 19.328 | 19.328 |
| kg | 0.32 | 5.112 | 5.112 | 5.112 | 11.317 | 11.317 | 11.317 | 16.429 | 16.429 | 16.429 |
| kg | 1.09 | 10.825 | 10.825 | 10.825 | 23.965 | 23.965 | 23.965 | 34.790 | 34.790 | 34.790 |
| Unidades | 0.91 | 10.309 | 10.309 | 10.309 | 22.824 | 22.824 | 22.824 | 33.133 | 33.133 | 33.133 |
| Unidades | 0.05 | 64.433 | 64.433 | 64.433 | 142.650 | 142.650 | 142.650 | 207.083 | 207.083 | 207.083 |
| kg | 0.36 | 2.715 | 2.715 | 2.715 | 6.010 | 6.010 | 6.010 | 8.725 | 8.725 | 8.725 |
| kg | 1.09 | 21.650 | 21.650 | 21.650 | 47.930 | 47.930 | 47.930 | 69.560 | 69.560 | 69.560 |
| Unidades | 1.00 | 8.222 | 8.222 | 8.222 | 18.202 | 18.202 | 18.202 | 26.424 | 26.424 | 26.424 |
| Unidades | 0.05 | 619 | 619 | 619 | 1.369 | 1.369 | 1.369 | 1.988 | 1.988 | 1.988 |
| SUBTOTAL | | 334,019 | 334,019 | 334,019 | 739,495 | 739,495 | 739,495 | 1,073,314 | 1,073,314 | 1,073,314 |
| OTROS | | | | | | | | | | |
| Unidades | 0.36 | 5.739 | 5.739 | 5.739 | 12.705 | 12.705 | 12.705 | 18.144 | 18.144 | 18.144 |
| Kg | 1.45 | 13.471 | 13.471 | 13.471 | 29.823 | 29.823 | 29.823 | 43.294 | 43.294 | 43.294 |
| paquetes | 0.55 | 2.320 | 2.320 | 2.320 | 5.135 | 5.135 | 5.135 | 7.455 | 7.455 | 7.455 |
| Unidades | 0.16 | 30.928 | 30.928 | 30.928 | 68.472 | 68.472 | 68.472 | 99.400 | 99.400 | 99.400 |
| Unidades | 0.27 | 5.335 | 5.335 | 5.335 | 11.811 | 11.811 | 11.811 | 17.146 | 17.146 | 17.146 |
| Unidades | 0.18 | 16.495 | 16.495 | 16.495 | 36.518 | 36.518 | 36.518 | 53.013 | 53.013 | 53.013 |
| Unidades | 1.39 | 31.546 | 31.546 | 31.546 | 69.842 | 69.842 | 69.842 | 101.388 | 101.388 | 101.388 |
| Unidades | 0.91 | 18.900 | 18.900 | 18.900 | 41.844 | 41.844 | 41.844 | 60.744 | 60.744 | 60.744 |
| Unidades | 1.73 | 16.323 | 16.323 | 16.323 | 36.138 | 36.138 | 36.138 | 52.461 | 52.461 | 52.461 |
| Lt | 1.64 | 7.732 | 7.732 | 7.732 | 17.118 | 17.118 | 17.118 | 24.850 | 24.850 | 24.850 |
| 500 gr | 0.45 | 10.739 | 10.739 | 10.739 | 23.775 | 23.775 | 23.775 | 34.514 | 34.514 | 34.514 |
| Unidades | 0.55 | 11.412 | 11.412 | 11.412 | 11.412 | 11.412 | 11.412 | 16.567 | 16.567 | 16.567 |
| Unidades | 0.55 | 15.464 | 15.464 | 15.464 | 34.236 | 34.236 | 34.236 | 49.700 | 49.700 | 49.700 |
| Unidades | 0.55 | 15.464 | 15.464 | 15.464 | 17.118 | 17.118 | 17.118 | 24.850 | 24.850 | 24.850 |
| Unidades | 2.73 | 7.732 | 7.732 | 7.732 | 19.020 | 19.020 | 19.020 | 27.611 | 27.611 | 27.611 |
| Unidades | 0.91 | 8.591 | 8.591 | 8.591 | 10.271 | 10.271 | 10.271 | 14.910 | 14.910 | 14.910 |
| Unidades | 1.64 | 4.639 | 4.639 | 4.639 | 10.271 | 10.271 | 10.271 | 14.910 | 14.910 | 14.910 |
| SUBTOTAL | | 201,108 | 201,108 | 201,108 | 445,240 | 445,240 | 445,240 | 646,348 | 646,348 | 646,348 |
| TOTAL | | 1,727,157 | 1,727,157 | 1,727,157 | 3,823,804 | 3,823,804 | 3,823,804 | 5,550,961 | 5,550,961 | 5,550,961 |

PROYECCION COMPRAS AÑO 2

| PRODUCTOS | COSTO UNITARIO | LATAACUNGA | | | | | | | | | AMBATO | | | TOTAL (LATAACUNGA + AMBATO) | | |
|--------------------------------------|----------------|---|----------------|----------------|----------------|----------------|----------------|----------------|------------------|------------------|------------------|--|--|-----------------------------|--|--|
| | | DE COMPRA | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA | | | | | |
| | | | | | | | | | | | | | | | | |
| FRUTAS | | FRUTAS | | | | | | | | | | | | | | |
| Babaco | Unidades | 0.33 | 9,356 | 9,540 | 9,723 | 20,714 | 21,121 | 21,527 | 30,071 | 30,661 | 31,250 | | | | | |
| Banano | racimo | 0.23 | 10,292 | 10,494 | 10,696 | 22,786 | 23,233 | 23,680 | 33,076 | 33,727 | 34,375 | | | | | |
| Frutilla | Kg | 0.67 | 4,567 | 4,646 | 4,735 | 10,066 | 10,286 | 10,484 | 14,645 | 14,932 | 15,219 | | | | | |
| Guayaba | Kg | 0.67 | 11,847 | 12,080 | 12,312 | 26,229 | 26,744 | 27,258 | 36,077 | 36,823 | 37,570 | | | | | |
| Limón | Kg | 0.33 | 4,567 | 4,646 | 4,735 | 10,066 | 10,286 | 10,484 | 14,645 | 14,932 | 15,219 | | | | | |
| Mandarina | Unidades | 0.03 | 6,683 | 6,814 | 6,945 | 14,786 | 15,086 | 15,376 | 21,479 | 21,900 | 22,322 | | | | | |
| Manzana | Kg | 0.47 | 4,891 | 4,987 | 5,083 | 10,828 | 11,040 | 11,253 | 15,719 | 16,027 | 16,335 | | | | | |
| Maracuya | Kg | 0.67 | 5,184 | 5,266 | 5,367 | 11,433 | 11,658 | 11,882 | 16,588 | 16,923 | 17,248 | | | | | |
| Melón | Unidades | 0.40 | 4,042 | 4,906 | 5,001 | 10,653 | 10,862 | 11,071 | 15,465 | 15,768 | 16,072 | | | | | |
| Mora | Kg | 0.67 | 8,119 | 9,292 | 9,471 | 20,376 | 20,572 | 20,968 | 29,340 | 29,864 | 30,438 | | | | | |
| Naranja | Kg | 0.67 | 38,094 | 38,841 | 39,588 | 84,338 | 85,991 | 87,645 | 122,432 | 124,832 | 127,233 | | | | | |
| NaranjaJilla | Kg | 0.47 | 8,239 | 8,456 | 8,618 | 18,361 | 18,721 | 19,081 | 26,654 | 27,176 | 27,699 | | | | | |
| Papaya | Unidades | 0.17 | 3,342 | 3,407 | 3,473 | 7,398 | 7,543 | 7,688 | 10,740 | 10,950 | 11,161 | | | | | |
| Pera | Kg | 0.67 | 6,076 | 6,195 | 6,314 | 13,451 | 13,715 | 13,978 | 19,527 | 19,909 | 20,292 | | | | | |
| Piña | Unidades | 0.33 | 6,683 | 6,814 | 6,945 | 14,786 | 15,086 | 15,376 | 21,479 | 21,900 | 22,322 | | | | | |
| Platano | racimo | 0.67 | 29,406 | 29,983 | 30,559 | 65,103 | 66,379 | 67,656 | 84,509 | 86,362 | 88,215 | | | | | |
| Platano verde | racimo | 0.67 | 32,748 | 33,390 | 34,032 | 72,501 | 73,922 | 75,344 | 105,248 | 107,312 | 109,376 | | | | | |
| Tamarindo | Kg | 0.67 | 3,038 | 3,097 | 3,157 | 6,725 | 6,857 | 6,989 | 9,763 | 9,955 | 10,146 | | | | | |
| Tomate de árbol | Kg | 0.83 | 27,340 | 27,876 | 28,412 | 60,526 | 61,716 | 62,903 | 87,870 | 89,593 | 91,315 | | | | | |
| Uvas | Kg | 0.67 | 10,632 | 10,841 | 11,049 | 23,538 | 24,001 | 24,462 | 34,172 | 34,842 | 35,512 | | | | | |
| SUBTOTAL | | | 236,924 | 241,570 | 246,216 | 524,634 | 534,819 | 545,104 | 761,458 | 776,389 | 791,319 | | | | | |
| TALIZAS VERDURAS Y TUBERCULOS | | HORTALIZAS VERDURAS Y TUBERCULOS | | | | | | | | | | | | | | |
| Acelga | porciones | 0.15 | 4,824 | 4,919 | 5,013 | 10,880 | 10,889 | 11,099 | 15,204 | 15,808 | 16,112 | | | | | |
| Berro | porciones | 0.19 | 2,450 | 2,498 | 2,546 | 5,423 | 5,530 | 5,636 | 7,873 | 8,027 | 8,182 | | | | | |
| Cebolla blanca | atados | 0.45 | 17,185 | 17,522 | 17,859 | 38,047 | 38,793 | 39,539 | 53,232 | 56,315 | 57,398 | | | | | |
| Cebolla perla | atados | 0.45 | 16,733 | 17,061 | 17,389 | 37,046 | 37,772 | 38,499 | 53,779 | 54,833 | 55,888 | | | | | |
| Col | Unidades | 0.19 | 3,987 | 4,035 | 4,112 | 9,761 | 8,933 | 9,104 | 12,718 | 12,967 | 13,217 | | | | | |
| Hierba sal/dulce | atados | 0.19 | 6,030 | 6,148 | 6,266 | 13,350 | 13,612 | 13,873 | 19,300 | 19,760 | 20,140 | | | | | |
| Lechuga | Unidades | 0.15 | 4,522 | 4,611 | 4,700 | 10,032 | 10,209 | 10,405 | 14,535 | 14,820 | 15,105 | | | | | |
| Nabo | porciones | 0.11 | 679 | 692 | 705 | 1,502 | 1,531 | 1,561 | 2,180 | 2,223 | 2,266 | | | | | |
| Papa Nabo | porciones | 0.15 | 904 | 922 | 940 | 2,002 | 2,042 | 2,081 | 2,907 | 2,964 | 3,021 | | | | | |
| Papas | Kg | 0.38 | 186,436 | 192,130 | 195,825 | 417,182 | 425,362 | 433,542 | 605,817 | 617,492 | 629,367 | | | | | |
| Pimiento | Kg | 0.75 | 11,683 | 11,912 | 12,141 | 25,885 | 26,372 | 26,880 | 37,548 | 38,285 | 39,021 | | | | | |
| Rabanos | porciones | 0.15 | 1,131 | 1,153 | 1,175 | 2,503 | 2,552 | 2,601 | 3,634 | 3,705 | 3,776 | | | | | |
| Remolacha | porciones | 0.15 | 1,281 | 1,306 | 1,332 | 2,837 | 2,892 | 2,948 | 4,118 | 4,199 | 4,280 | | | | | |
| Tomate riñon | Kg | 0.75 | 56,003 | 57,101 | 58,199 | 123,987 | 126,418 | 128,849 | 178,900 | 183,519 | 187,048 | | | | | |
| Vainita | porciones | 0.53 | 18,487 | 18,829 | 19,191 | 40,884 | 41,686 | 42,487 | 59,351 | 60,514 | 61,678 | | | | | |
| Yuca | Kg | 0.30 | 2,894 | 2,951 | 3,008 | 6,408 | 6,534 | 6,659 | 9,302 | 9,485 | 9,667 | | | | | |
| Zanahoria | porciones | 0.53 | 5,751 | 5,864 | 5,977 | 12,732 | 12,982 | 13,232 | 18,483 | 18,846 | 19,208 | | | | | |
| SUBTOTAL | | | 342,929 | 349,654 | 356,378 | 759,222 | 774,108 | 788,995 | 1,102,161 | 1,123,762 | 1,145,373 | | | | | |

| PROYECCION COMPRAS AÑO 2 | | | | | | | | | | | |
|-----------------------------|----------------|-----------|-----------|-------------|-----------|-----------|-------------|----------------------------|-----------|-------------|-----------|
| PRODUCTOS | COSTO UNITARIO | LATACUNGA | | | AMBATO | | | TOTAL (LATACUNGA + AMBATO) | | | |
| | | DE COMPRA | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA |
| GRANOS | | | | | | | | | | | |
| Alverja | Kg | 1.44 | 37,821 | 38,563 | 39,305 | 83,734 | 85,376 | 87,018 | 121,655 | 123,939 | 126,322 |
| Arrocillo | Kg | 0.40 | 1,444 | 1,472 | 1,500 | 3,196 | 3,259 | 3,321 | 4,640 | 4,730 | 4,821 |
| Arroz | Kg | 0.48 | 88,315 | 86,987 | 85,660 | 186,681 | 192,584 | 196,288 | 274,195 | 279,572 | 284,948 |
| Arroz de cebada | Kg | 0.40 | 5,453 | 5,560 | 5,667 | 12,074 | 12,310 | 12,547 | 17,527 | 17,871 | 18,214 |
| Azucar | Kg | 0.48 | 39,361 | 40,133 | 40,905 | 87,143 | 88,852 | 90,560 | 128,504 | 128,985 | 131,465 |
| Canguil | Kg | 0.64 | 10,971 | 11,186 | 11,401 | 24,289 | 24,765 | 25,242 | 35,260 | 35,952 | 36,643 |
| Chocho | Kg | 0.32 | 4,299 | 4,383 | 4,467 | 9,517 | 9,703 | 9,890 | 13,815 | 14,086 | 14,357 |
| Chocho | Unidades | 0.12 | 21,653 | 22,078 | 22,503 | 47,939 | 48,879 | 49,819 | 69,593 | 70,957 | 72,322 |
| Frejol | Kg | 0.48 | 14,398 | 14,670 | 14,952 | 31,853 | 32,478 | 33,102 | 46,240 | 47,147 | 48,054 |
| Habas | Kg | 0.48 | 14,828 | 14,915 | 15,202 | 32,386 | 33,021 | 33,656 | 47,014 | 47,936 | 48,857 |
| Lentejón | Kg | 0.56 | 5,445 | 5,552 | 5,659 | 12,056 | 12,292 | 12,529 | 17,501 | 17,844 | 18,188 |
| Maiz | Kg | 0.96 | 5,774 | 5,887 | 6,001 | 12,784 | 13,034 | 13,285 | 18,568 | 18,922 | 19,286 |
| Mani | Kg | 0.36 | 4,439 | 4,526 | 4,613 | 9,828 | 10,020 | 10,213 | 14,267 | 14,546 | 14,826 |
| Morocho partido | Kg | 0.16 | 1,700 | 1,734 | 1,767 | 3,764 | 3,838 | 3,912 | 5,464 | 5,571 | 5,679 |
| Mote | Kg | 1.20 | 9,263 | 9,444 | 9,626 | 20,507 | 20,909 | 21,312 | 29,770 | 30,354 | 30,938 |
| Quinoa | Kg | 1.60 | 8,822 | 8,995 | 9,168 | 19,531 | 19,914 | 20,297 | 28,353 | 28,909 | 29,464 |
| SUBTOTAL | | | 270,777 | 276,086 | 281,395 | 599,480 | 611,235 | 622,989 | 870,257 | 887,321 | 904,385 |
| HARINAS | | | | | | | | | | | |
| Avena | Kg | 0.57 | 6,856 | 6,990 | 7,125 | 15,179 | 15,476 | 15,774 | 22,035 | 22,467 | 22,899 |
| De Alverja | Kg | 0.61 | 3,905 | 3,982 | 4,058 | 8,646 | 8,816 | 8,985 | 12,551 | 12,797 | 13,044 |
| De Castilla | Kg | 0.61 | 16,292 | 16,612 | 16,931 | 36,070 | 36,777 | 37,485 | 52,363 | 53,389 | 54,416 |
| De Haba | Kg | 0.61 | 7,017 | 7,155 | 7,293 | 15,536 | 15,840 | 16,145 | 22,553 | 22,995 | 23,438 |
| De habilla | Kg | 0.57 | 2,776 | 2,831 | 2,885 | 6,147 | 6,267 | 6,388 | 8,923 | 9,098 | 9,273 |
| Machica | Kg | 0.43 | 7,453 | 7,599 | 7,745 | 16,501 | 16,824 | 17,148 | 23,954 | 24,424 | 24,893 |
| Maicena | Kg | 0.61 | 5,738 | 5,848 | 5,961 | 12,699 | 12,948 | 13,197 | 18,435 | 18,796 | 19,158 |
| SUBTOTAL | | | 50,037 | 51,018 | 51,999 | 110,777 | 112,950 | 115,122 | 160,814 | 163,967 | 167,121 |
| CARNE LECHE Y HUEVOS | | | | | | | | | | | |
| Carne Res | Kg | 2.17 | 63,200 | 64,439 | 65,678 | 139,919 | 142,663 | 145,406 | 203,119 | 207,102 | 211,084 |
| Hueso Res | Kg | 1.91 | 60,410 | 61,595 | 62,779 | 133,744 | 136,366 | 138,988 | 194,154 | 197,961 | 201,767 |
| Huevos | Unidades | 0.05 | 14,228 | 14,505 | 14,784 | 31,496 | 32,114 | 32,731 | 45,723 | 46,619 | 47,516 |
| Pescado | Kg | 1.74 | 38,879 | 39,641 | 40,403 | 86,075 | 87,762 | 89,450 | 124,963 | 127,403 | 129,853 |
| Pollo | Kg | 2.17 | 87,608 | 89,325 | 91,043 | 183,957 | 197,760 | 201,563 | 281,585 | 287,086 | 292,606 |
| Queso | Unidades | 1.04 | 20,188 | 20,585 | 20,981 | 44,697 | 45,573 | 46,450 | 64,889 | 66,158 | 67,431 |
| Mantequilla | Kg | 2.17 | 13,947 | 14,221 | 14,494 | 30,879 | 31,484 | 32,090 | 44,828 | 45,705 | 46,584 |
| Leche | litros | 0.43 | 65,379 | 66,661 | 67,943 | 144,744 | 147,582 | 150,420 | 210,123 | 214,243 | 218,363 |
| SUBTOTAL | | | 363,837 | 370,972 | 378,106 | 805,511 | 821,305 | 837,099 | 1,169,348 | 1,192,277 | 1,215,205 |

| PRODUCTOS | | COSTO UNITARIO DE COMPRA | PROYECCION COMPRAS AÑO 2 | | | | | | | | |
|-----------------------------|----------|--------------------------|-----------------------------|------------------|------------------|------------------|------------------|------------------|----------------------------|------------------|------------------|
| | | | LATACUNGA | | | AMBATO | | | TOTAL (LATACUNGA + AMBATO) | | |
| | | | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA |
| ALIMENTOS PROCESADOS | | | ALIMENTOS PROCESADOS | | | | | | | | |
| Aceite | Unidades | 0.91 | 41,922 | 42,744 | 43,566 | 92,812 | 94,632 | 96,451 | 134,733 | 137,375 | 140,017 |
| Alifios | Unidades | 0.09 | 5,295 | 5,399 | 5,503 | 11,723 | 11,952 | 12,182 | 17,017 | 17,351 | 17,685 |
| Atún | Unidades | 0.59 | 23,695 | 24,159 | 24,624 | 52,459 | 53,487 | 54,516 | 76,154 | 77,647 | 79,140 |
| Café | Kg | 7.27 | 51,035 | 52,036 | 53,036 | 112,988 | 115,204 | 117,419 | 164,023 | 167,239 | 170,455 |
| Caramelos | Kg | 0.91 | 8,293 | 8,456 | 8,618 | 18,361 | 18,721 | 19,081 | 26,654 | 27,176 | 27,698 |
| Cocoa | Kg | 1.49 | 9,565 | 9,753 | 9,941 | 21,177 | 21,592 | 22,008 | 30,743 | 31,345 | 31,947 |
| Embutidos | Kg | 2.18 | 53,149 | 54,192 | 55,234 | 117,669 | 119,976 | 122,284 | 170,818 | 174,168 | 177,517 |
| Fideos | Kg | 0.44 | 23,578 | 24,041 | 24,503 | 52,201 | 53,224 | 54,248 | 75,779 | 77,265 | 78,750 |
| Gelatina | Kg | 0.64 | 6,379 | 6,504 | 6,630 | 14,124 | 14,400 | 14,677 | 20,503 | 20,905 | 21,307 |
| Jugos en polvo | Unidades | 0.32 | 5,422 | 5,529 | 5,635 | 12,005 | 12,240 | 12,476 | 17,427 | 17,769 | 18,111 |
| Manteca | Kg | 1.09 | 11,483 | 11,708 | 11,933 | 25,422 | 25,921 | 26,419 | 36,905 | 37,629 | 38,352 |
| Mermeladas | Unidades | 0.91 | 10,936 | 11,151 | 11,365 | 24,212 | 24,686 | 25,161 | 35,148 | 35,837 | 36,526 |
| Pan | Unidades | 0.05 | 68,351 | 69,691 | 71,031 | 151,323 | 154,291 | 157,258 | 219,674 | 223,981 | 228,289 |
| Sal | Kg | 0.36 | 2,880 | 2,936 | 2,993 | 6,376 | 6,501 | 6,626 | 9,437 | 9,619 | 9,801 |
| Salsa de Tomate | Unidades | 1.09 | 22,966 | 23,416 | 23,866 | 50,845 | 51,842 | 52,839 | 73,810 | 75,258 | 76,705 |
| Sardina | Unidades | 1.00 | 8,722 | 8,893 | 9,064 | 19,309 | 19,687 | 20,066 | 28,030 | 28,580 | 29,130 |
| Té | Unidades | 0.05 | 656 | 669 | 682 | 1,453 | 1,481 | 1,510 | 2,109 | 2,150 | 2,192 |
| SUBTOTAL | | | 354,328 | 361,275 | 368,223 | 784,456 | 799,838 | 815,219 | 1,138,784 | 1,161,113 | 1,183,442 |
| OTROS | | | OTROS | | | | | | | | |
| Cepillo dental | Unidades | 0.36 | 6,088 | 6,207 | 6,326 | 13,478 | 13,742 | 14,006 | 19,566 | 19,949 | 20,333 |
| Detergente | Kg | 1.45 | 14,290 | 14,570 | 14,850 | 31,637 | 32,257 | 32,877 | 45,927 | 46,827 | 47,728 |
| Fosforos (10' s) | paquetes | 0.55 | 2,461 | 2,509 | 2,557 | 5,448 | 5,554 | 5,661 | 7,908 | 8,063 | 8,218 |
| Jabón de lavar | Unidades | 0.16 | 32,808 | 33,452 | 34,095 | 72,635 | 74,059 | 75,484 | 105,444 | 107,511 | 109,579 |
| Jabón de tocador | Unidades | 0.27 | 5,659 | 5,770 | 5,881 | 12,530 | 12,775 | 13,021 | 18,189 | 18,546 | 18,902 |
| Papel higienico | Unidades | 0.18 | 17,498 | 17,841 | 18,184 | 38,739 | 39,498 | 40,258 | 56,237 | 57,339 | 58,442 |
| Pasta dental | Unidades | 1.39 | 33,464 | 34,121 | 34,777 | 74,088 | 75,541 | 76,993 | 107,552 | 109,661 | 111,770 |
| Toallas Sanitarias | Unidades | 0.91 | 20,050 | 20,443 | 20,836 | 44,388 | 45,259 | 46,129 | 64,438 | 65,701 | 66,965 |
| Pinoclin | Lt | 1.73 | 17,315 | 17,655 | 17,995 | 38,335 | 39,087 | 39,839 | 55,651 | 56,742 | 57,833 |
| Lavaplatos | 500 gr | 1.64 | 8,202 | 8,363 | 8,524 | 18,159 | 18,515 | 18,871 | 26,361 | 26,878 | 27,395 |
| Estropajos | Unidades | 0.45 | 11,392 | 11,615 | 11,838 | 25,221 | 25,715 | 26,210 | 36,612 | 37,330 | 38,048 |
| Lustre pisos | Unidades | 0.55 | 5,468 | 5,575 | 5,682 | 12,106 | 12,343 | 12,581 | 17,574 | 17,919 | 18,263 |
| Afeitadoras | Unidades | 0.55 | 16,404 | 16,726 | 17,047 | 36,318 | 37,030 | 37,742 | 52,722 | 53,756 | 54,789 |
| Trapeadores | Unidades | 2.73 | 8,202 | 8,363 | 8,524 | 18,159 | 18,515 | 18,871 | 26,361 | 26,878 | 27,395 |
| Crema para piel | Unidades | 0.91 | 9,113 | 9,292 | 9,471 | 20,176 | 20,572 | 20,968 | 29,290 | 29,864 | 30,438 |
| Escobas | Unidades | 1.64 | 4,921 | 5,018 | 5,114 | 10,895 | 11,109 | 11,323 | 15,817 | 16,127 | 16,437 |
| SUBTOTAL | | | 213,336 | 217,519 | 221,702 | 472,311 | 481,572 | 490,833 | 685,646 | 699,090 | 712,535 |
| TOTAL | | | 1,832,168 | 1,868,093 | 1,904,017 | 4,056,291 | 4,135,826 | 4,215,362 | 5,888,459 | 6,003,919 | 6,119,379 |

PROYECCION COMPRAS AÑO 3

| PRODUCTOS | COSTO UNITARIO DE COMPRA | LATACUNGA | | | AMBATO | | | TOTAL (LATACUNGA + AMBATO) | | | |
|---|--------------------------|-----------|----------------|----------------|----------------|----------------|----------------|----------------------------|------------------|------------------|------------------|
| | | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA | |
| FRUTAS | | | | | | | | | | | |
| ...caco | Unidades | 0.33 | 9,025 | 10,318 | 10,719 | 21,974 | 22,844 | 23,731 | 31,899 | 33,182 | 34,450 |
| ...ano | racimo | 0.23 | 10,818 | 11,350 | 11,791 | 24,171 | 25,129 | 26,104 | 35,089 | 36,479 | 37,895 |
| ...illa | Kg | 0.67 | 4,834 | 5,025 | 5,220 | 10,702 | 11,125 | 11,557 | 15,535 | 16,151 | 16,778 |
| ...yaba | Kg | 0.67 | 12,968 | 13,065 | 13,573 | 27,824 | 28,926 | 30,049 | 40,392 | 41,991 | 43,822 |
| ...ón | Kg | 0.33 | 4,834 | 5,025 | 5,220 | 10,702 | 11,125 | 11,557 | 15,535 | 16,151 | 16,778 |
| ...danna | Unidades | 0.03 | 7,090 | 7,370 | 7,656 | 15,696 | 16,317 | 16,951 | 22,785 | 23,687 | 24,607 |
| ...zana | Kg | 0.47 | 5,188 | 5,394 | 5,603 | 11,496 | 11,941 | 12,405 | 18,875 | 17,335 | 18,008 |
| ...racuya | Kg | 0.67 | 5,478 | 5,695 | 5,916 | 12,128 | 12,609 | 13,098 | 17,607 | 18,304 | 19,015 |
| ...ón | Unidades | 0.40 | 5,104 | 5,307 | 5,513 | 11,301 | 11,748 | 12,205 | 16,405 | 17,055 | 17,717 |
| ...a | Kg | 0.67 | 9,668 | 10,050 | 10,441 | 21,403 | 22,251 | 23,115 | 31,071 | 32,301 | 33,555 |
| ...anja | Kg | 0.67 | 40,410 | 42,010 | 43,642 | 89,465 | 93,008 | 96,620 | 129,875 | 135,019 | 140,262 |
| ...anjilla | Kg | 0.47 | 8,797 | 9,146 | 9,501 | 19,477 | 20,248 | 21,034 | 28,274 | 29,394 | 30,535 |
| ...aya | Unidades | 0.17 | 3,545 | 3,685 | 3,828 | 7,848 | 8,159 | 8,475 | 11,383 | 11,844 | 12,304 |
| ...a | Kg | 0.67 | 6,445 | 6,700 | 6,960 | 14,288 | 14,834 | 15,410 | 20,714 | 21,534 | 22,370 |
| ...a | Unidades | 0.33 | 7,090 | 7,370 | 7,656 | 15,696 | 16,317 | 16,951 | 22,785 | 23,687 | 24,607 |
| ...ano | racimo | 0.67 | 31,194 | 32,429 | 33,688 | 69,081 | 71,796 | 74,584 | 100,255 | 104,225 | 108,272 |
| ...ano verde | racimo | 0.67 | 34,739 | 36,114 | 37,517 | 76,909 | 79,954 | 83,059 | 111,647 | 116,069 | 120,576 |
| ...marindo | Kg | 0.67 | 3,223 | 3,350 | 3,480 | 7,134 | 7,417 | 7,705 | 10,357 | 10,767 | 11,185 |
| ...mate de árbol | Kg | 0.83 | 29,003 | 30,151 | 31,322 | 64,210 | 66,752 | 69,344 | 93,212 | 96,903 | 100,666 |
| ...as | Kg | 0.67 | 11,279 | 11,725 | 12,181 | 24,970 | 25,959 | 26,967 | 38,249 | 37,685 | 39,148 |
| SUBTOTAL | | | 261,329 | 261,282 | 271,428 | 666,426 | 578,460 | 600,923 | 807,756 | 839,742 | 872,351 |
| HORTALIZAS VERDURAS Y TUBERCULOS | | | | | | | | | | | |
| ...elga | porciones | 0.15 | 5,117 | 5,320 | 5,526 | 11,329 | 11,778 | 12,235 | 16,446 | 17,098 | 17,762 |
| ...erro | porciones | 0.19 | 2,599 | 2,702 | 2,806 | 5,753 | 5,981 | 6,213 | 8,352 | 8,682 | 9,020 |
| ...bolla blanca | atados | 0.45 | 18,730 | 18,952 | 19,688 | 40,380 | 41,959 | 43,588 | 58,590 | 60,911 | 63,276 |
| ...bolla perla | atados | 0.45 | 17,750 | 18,453 | 19,170 | 39,296 | 40,854 | 42,441 | 57,049 | 59,308 | 61,611 |
| ...il | Unidades | 0.19 | 4,168 | 4,364 | 4,533 | 9,293 | 9,662 | 10,037 | 13,491 | 14,025 | 14,570 |
| ...erba sal/dulce | atados | 0.19 | 6,397 | 6,650 | 6,903 | 14,162 | 14,722 | 15,294 | 20,558 | 21,372 | 22,202 |
| ...chuga | Unidades | 0.15 | 4,797 | 4,987 | 5,181 | 10,621 | 11,042 | 11,470 | 15,419 | 16,029 | 16,652 |
| ...abo | porciones | 0.11 | 720 | 748 | 777 | 1,593 | 1,656 | 1,721 | 2,313 | 2,404 | 2,498 |
| ...apa Nabo | porciones | 0.15 | 959 | 997 | 1,036 | 2,124 | 2,208 | 2,294 | 3,084 | 3,206 | 3,330 |
| ...apas | Kg | 0.38 | 189,892 | 207,808 | 215,877 | 442,547 | 460,072 | 477,937 | 642,439 | 667,880 | 693,814 |
| ...amiento | Kg | 0.75 | 12,393 | 12,884 | 13,384 | 27,438 | 28,524 | 29,632 | 39,831 | 41,409 | 43,016 |
| ...abanos | porciones | 0.15 | 1,199 | 1,247 | 1,295 | 2,655 | 2,760 | 2,868 | 3,855 | 4,007 | 4,163 |
| ...emolacha | porciones | 0.15 | 1,358 | 1,413 | 1,468 | 3,009 | 3,128 | 3,250 | 4,389 | 4,542 | 4,718 |
| ...mate riñon | Kg | 0.75 | 59,408 | 61,760 | 64,159 | 131,525 | 136,733 | 142,043 | 190,933 | 198,494 | 206,202 |
| ...anita | porciones | 0.53 | 19,589 | 20,365 | 21,156 | 43,370 | 45,087 | 46,838 | 62,959 | 65,452 | 67,994 |
| ...uca | Kg | 0.30 | 3,070 | 3,192 | 3,316 | 6,798 | 7,067 | 7,341 | 9,888 | 10,259 | 10,657 |
| ...anahonia | porciones | 0.53 | 6,101 | 6,342 | 6,589 | 13,507 | 14,041 | 14,587 | 19,607 | 20,384 | 21,175 |
| SUBTOTAL | | | 363,780 | 378,185 | 392,871 | 806,382 | 837,276 | 869,788 | 1,169,162 | 1,215,461 | 1,262,659 |

PROYECCION COMPRAS AÑO 3

| PRODUCTOS | COSTO UNITARIO | LATACUNGA | | | AMBATO | | | TOTAL (LATACUNGA + AMBATO) | | | |
|-----------------------------|----------------|-----------|----------------|----------------|----------------|----------------|----------------|----------------------------|------------------|------------------|------------------|
| | | DE COMPRA | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA |
| GRANOS | | | | | | | | | | | |
| Arveja | Kg | 1.44 | 40,121 | 41,710 | 43,329 | 88,825 | 92,342 | 95,928 | 128,946 | 134,052 | 139,258 |
| Alfalfa | Kg | 0.40 | 1,531 | 1,592 | 1,654 | 3,390 | 3,525 | 3,661 | 7,922 | 5,116 | 5,315 |
| Avena | Kg | 0.48 | 90,502 | 94,066 | 97,739 | 200,365 | 208,299 | 216,388 | 260,868 | 302,385 | 314,127 |
| Centeno | Kg | 0.40 | 5,795 | 6,014 | 6,248 | 12,808 | 13,315 | 13,832 | 18,593 | 19,329 | 20,080 |
| Maíz | Kg | 0.48 | 41,754 | 43,408 | 45,093 | 92,441 | 96,102 | 99,834 | 134,198 | 139,510 | 144,927 |
| Trigo | Kg | 0.64 | 11,838 | 12,099 | 12,569 | 25,768 | 26,786 | 27,826 | 37,404 | 38,885 | 40,395 |
| Soja | Kg | 0.32 | 4,590 | 4,741 | 4,925 | 10,095 | 10,495 | 10,903 | 14,855 | 15,236 | 15,827 |
| Trigo duro | Unidades | 0.12 | 22,970 | 23,860 | 24,807 | 50,854 | 52,868 | 54,921 | 73,824 | 76,747 | 79,728 |
| Trigo blando | Kg | 0.48 | 15,282 | 15,867 | 16,483 | 33,790 | 35,128 | 36,492 | 49,052 | 50,994 | 52,975 |
| Arroz | Kg | 0.48 | 16,518 | 16,132 | 16,758 | 34,353 | 35,715 | 37,102 | 49,872 | 51,847 | 53,860 |
| Leguminosas | Kg | 0.56 | 5,777 | 6,005 | 6,238 | 12,789 | 13,295 | 13,812 | 18,565 | 19,301 | 20,050 |
| Trigo duro | Kg | 0.96 | 6,125 | 6,368 | 6,615 | 13,561 | 14,098 | 14,645 | 19,898 | 20,466 | 21,261 |
| Trigo blando | Kg | 0.36 | 4,709 | 4,895 | 5,085 | 10,425 | 10,838 | 11,259 | 15,134 | 15,733 | 16,344 |
| Trigo partido | Kg | 0.16 | 1,804 | 1,875 | 1,948 | 3,993 | 4,151 | 4,312 | 5,797 | 6,028 | 6,260 |
| Trigo | Kg | 1.20 | 9,828 | 10,215 | 10,612 | 21,754 | 22,616 | 23,494 | 31,590 | 32,831 | 34,106 |
| Trigo | Kg | 1.60 | 9,358 | 9,729 | 10,107 | 20,718 | 21,539 | 22,375 | 30,076 | 31,267 | 32,482 |
| SUBTOTAL | | | 287,240 | 298,615 | 310,210 | 635,929 | 661,112 | 686,783 | 923,169 | 959,726 | 996,994 |
| HARINAS | | | | | | | | | | | |
| Alfalfa | Kg | 0.57 | 7,273 | 7,561 | 7,855 | 16,102 | 16,739 | 17,389 | 23,375 | 24,300 | 25,244 |
| Alverja | Kg | 0.61 | 4,143 | 4,307 | 4,474 | 9,172 | 9,535 | 9,905 | 13,314 | 13,842 | 14,379 |
| Castilla | Kg | 0.61 | 17,283 | 17,967 | 18,665 | 38,263 | 39,779 | 41,323 | 55,548 | 57,746 | 59,988 |
| Haba | Kg | 0.61 | 7,444 | 7,739 | 8,039 | 16,480 | 17,133 | 17,798 | 23,924 | 24,872 | 25,838 |
| habilla | Kg | 0.57 | 2,845 | 3,062 | 3,181 | 6,521 | 6,779 | 7,042 | 9,488 | 9,841 | 10,223 |
| chica | Kg | 0.43 | 7,906 | 8,219 | 8,539 | 17,504 | 18,197 | 18,904 | 25,410 | 26,417 | 27,442 |
| picena | Kg | 0.61 | 6,085 | 6,326 | 6,571 | 13,471 | 14,004 | 14,548 | 19,558 | 20,330 | 21,119 |
| SUBTOTAL | | | 63,079 | 55,181 | 57,323 | 117,513 | 122,166 | 126,910 | 170,592 | 177,347 | 184,234 |
| CARNE LECHE Y HUEVOS | | | | | | | | | | | |
| Carne Res | Kg | 2.17 | 97,042 | 69,697 | 72,403 | 149,426 | 154,304 | 160,296 | 215,488 | 224,001 | 232,699 |
| Carne Res | Kg | 1.91 | 84,053 | 66,621 | 69,208 | 141,875 | 147,493 | 153,221 | 205,958 | 214,114 | 222,428 |
| Huevos | Unidades | 0.05 | 15,091 | 15,689 | 16,298 | 33,411 | 34,734 | 36,083 | 48,503 | 50,423 | 52,381 |
| Leche | Kg | 1.74 | 41,242 | 42,876 | 44,541 | 91,308 | 94,924 | 98,610 | 132,550 | 137,799 | 143,150 |
| Leche | Kg | 2.17 | 92,834 | 96,614 | 100,366 | 203,760 | 213,897 | 222,203 | 298,684 | 310,512 | 322,569 |
| Leche | Unidades | 1.04 | 21,418 | 22,265 | 23,129 | 47,415 | 49,292 | 51,206 | 68,631 | 71,557 | 74,335 |
| Trigo | Kg | 2.17 | 14,735 | 15,381 | 15,979 | 32,758 | 34,053 | 35,376 | 47,552 | 49,435 | 51,354 |
| Trigo | litros | 0.43 | 69,354 | 72,100 | 74,900 | 153,545 | 159,625 | 165,823 | 222,688 | 231,725 | 240,723 |
| SUBTOTAL | | | 365,959 | 401,243 | 416,824 | 854,486 | 888,323 | 922,818 | 1,240,444 | 1,289,566 | 1,339,642 |

| PROYECCION COMPRAS AÑO 3 | | | | | | | | | | | |
|-----------------------------|--------------------------|-----------|------------------|------------------|------------------|------------------|------------------|----------------------------|------------------|------------------|------------------|
| PRODUCTOS | COSTO UNITARIO DE COMPRA | LATACUNGA | | | AMBATO | | | TOTAL (LATACUNGA + AMBATO) | | | |
| | | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA | |
| ALIMENTOS PROCESADOS | | | | | | | | | | | |
| le | Unidades | 0.91 | 44,471 | 46,232 | 48,027 | 98,455 | 102,353 | 108,328 | 142,925 | 148,585 | 154,355 |
| os | Unidades | 0.09 | 5,617 | 5,839 | 6,056 | 12,435 | 12,928 | 13,430 | 18,052 | 18,767 | 19,496 |
| n | Unidades | 0.59 | 25,136 | 26,131 | 27,146 | 55,648 | 57,852 | 60,098 | 80,784 | 83,983 | 87,244 |
| é | Kg | 7.27 | 54,138 | 56,282 | 58,467 | 119,858 | 124,604 | 129,443 | 173,996 | 180,886 | 187,910 |
| amelos | Kg | 0.91 | 8,797 | 9,146 | 9,501 | 19,477 | 20,248 | 21,034 | 28,274 | 29,394 | 30,535 |
| oa | Kg | 1.49 | 10,147 | 10,549 | 10,958 | 22,485 | 23,354 | 24,261 | 32,612 | 33,903 | 35,220 |
| outidos | Kg | 2.18 | 56,381 | 58,614 | 60,890 | 124,823 | 129,766 | 134,805 | 181,204 | 188,380 | 195,695 |
| os | Kg | 0.44 | 25,012 | 26,002 | 27,012 | 55,374 | 57,567 | 59,803 | 80,386 | 83,569 | 86,814 |
| atina | Kg | 0.64 | 6,767 | 7,035 | 7,308 | 14,962 | 15,576 | 16,180 | 21,749 | 22,611 | 23,489 |
| os en polvo | Unidades | 0.32 | 5,752 | 5,980 | 6,212 | 12,735 | 13,239 | 13,753 | 18,487 | 19,219 | 19,965 |
| nteca | Kg | 1.09 | 12,181 | 12,663 | 13,155 | 26,968 | 28,036 | 29,125 | 39,148 | 40,699 | 42,280 |
| meladas | Unidades | 0.91 | 11,601 | 12,060 | 12,529 | 25,684 | 26,701 | 27,738 | 37,285 | 38,761 | 40,266 |
| n | Unidades | 0.05 | 72,506 | 75,378 | 78,305 | 160,524 | 166,881 | 173,361 | 238,030 | 242,258 | 251,665 |
| n | Kg | 0.36 | 3,055 | 3,176 | 3,299 | 6,703 | 7,031 | 7,304 | 9,818 | 10,207 | 10,604 |
| sa de Tomate | Unidades | 1.09 | 24,362 | 25,327 | 26,310 | 53,936 | 56,072 | 58,249 | 78,298 | 81,399 | 84,560 |
| dina | Unidades | 1.00 | 6,252 | 6,518 | 6,792 | 20,463 | 21,294 | 22,121 | 29,735 | 30,912 | 32,113 |
| n | Unidades | 0.05 | 698 | 724 | 752 | 1,541 | 1,602 | 1,664 | 2,237 | 2,326 | 2,416 |
| | SUBTOTAL | | 376,871 | 390,755 | 405,929 | 832,151 | 865,105 | 898,698 | 1,208,022 | 1,255,860 | 1,304,627 |
| OTROS | | | | | | | | | | | |
| pillo dental | Unidades | 0.36 | 6,458 | 6,714 | 6,974 | 14,297 | 14,864 | 15,441 | 20,755 | 21,577 | 22,415 |
| tergente | Kg | 1.45 | 15,159 | 15,759 | 16,371 | 33,560 | 34,889 | 36,244 | 48,719 | 50,648 | 52,615 |
| sfornos (10" s) | paquetes | 0.55 | 2,610 | 2,714 | 2,819 | 5,779 | 6,008 | 6,241 | 8,389 | 8,721 | 9,060 |
| ón de lavar | Unidades | 0.16 | 34,803 | 36,181 | 37,586 | 77,051 | 80,103 | 83,213 | 111,654 | 116,284 | 120,799 |
| ón de tocador | Unidades | 0.27 | 6,094 | 6,241 | 6,484 | 13,291 | 13,818 | 14,354 | 19,295 | 20,059 | 20,838 |
| pel higienico | Unidades | 0.18 | 18,562 | 19,297 | 20,046 | 41,094 | 42,721 | 44,380 | 59,656 | 62,018 | 64,426 |
| sta dental | Unidades | 1.39 | 35,499 | 36,905 | 38,338 | 78,592 | 81,705 | 84,877 | 114,092 | 118,610 | 123,215 |
| allas Sanitarias | Unidades | 0.91 | 21,269 | 22,111 | 22,969 | 47,087 | 48,952 | 50,853 | 68,356 | 71,062 | 73,822 |
| noclin | Lt | 1.73 | 18,368 | 19,096 | 19,837 | 40,686 | 42,276 | 43,918 | 59,034 | 61,372 | 63,755 |
| vaplatos | 500 gr | 1.64 | 8,701 | 9,045 | 9,397 | 19,263 | 20,026 | 20,803 | 27,964 | 29,071 | 30,200 |
| ropajos | Unidades | 0.45 | 12,084 | 12,563 | 13,051 | 26,754 | 27,813 | 28,893 | 38,838 | 40,376 | 41,944 |
| stre pisos | Unidades | 0.55 | 5,801 | 6,030 | 6,264 | 12,842 | 13,350 | 13,869 | 18,642 | 19,381 | 20,133 |
| aitadoras | Unidades | 0.55 | 17,402 | 18,091 | 18,793 | 38,526 | 40,051 | 41,607 | 55,927 | 58,142 | 60,400 |
| apeadores | Unidades | 2.73 | 6,701 | 6,945 | 7,197 | 19,263 | 20,026 | 20,803 | 27,964 | 29,071 | 30,200 |
| ema para piel | Unidades | 0.91 | 6,868 | 10,050 | 10,441 | 21,403 | 22,251 | 23,115 | 31,071 | 32,301 | 33,555 |
| obas | Unidades | 1.64 | 5,220 | 5,427 | 5,638 | 11,558 | 12,015 | 12,482 | 16,778 | 17,443 | 18,120 |
| | SUBTOTAL | | 226,307 | 235,268 | 244,404 | 501,027 | 520,868 | 541,094 | 727,334 | 756,136 | 785,498 |
| | TOTAL | | 1,943,564 | 2,020,529 | 2,098,989 | 4,302,914 | 4,473,310 | 4,647,015 | 6,246,477 | 6,493,839 | 6,746,003 |

PROYECCION COMPRAS AÑO 4

| PRODUCTOS | COSTO UNITARIO | LATACUNGA | | | AMBATO | | | TOTAL (LATACUNGA + AMBATO) | | | |
|---|-----------------|-----------|----------------|----------------|----------------|----------------|----------------|----------------------------|------------------|------------------|------------------|
| | | DE COMPRA | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA |
| | | | | | | | | | | | |
| FRUTAS | | | | | | | | | | | |
| apaco | Unidades | 0.33 | 10,529 | 11,160 | 11,817 | 23,310 | 24,708 | 26,161 | 33,839 | 35,869 | 37,978 |
| apano | racimo | 0.23 | 11,582 | 12,276 | 12,998 | 25,641 | 27,179 | 28,777 | 37,223 | 39,455 | 41,776 |
| ayulla | Kg | 0.67 | 5,128 | 5,435 | 5,755 | 11,352 | 12,033 | 12,741 | 16,480 | 17,468 | 18,496 |
| ayayaba | Kg | 0.67 | 13,332 | 14,132 | 14,963 | 29,519 | 31,286 | 33,126 | 42,648 | 45,418 | 48,089 |
| ayón | Kg | 0.33 | 5,128 | 5,435 | 5,755 | 11,352 | 12,033 | 12,741 | 16,480 | 17,468 | 18,496 |
| andarina | Unidades | 0.03 | 7,521 | 7,972 | 8,440 | 16,850 | 17,649 | 18,687 | 24,171 | 25,620 | 27,127 |
| anzana | Kg | 0.47 | 5,504 | 5,834 | 6,177 | 12,193 | 12,916 | 13,675 | 17,593 | 18,749 | 19,852 |
| aracuya | Kg | 0.67 | 5,811 | 6,160 | 6,522 | 12,868 | 13,638 | 14,440 | 18,677 | 19,798 | 20,962 |
| arón | Unidades | 0.40 | 5,415 | 5,740 | 6,077 | 11,988 | 12,707 | 13,454 | 17,403 | 18,447 | 19,531 |
| ara | Kg | 0.67 | 10,255 | 10,870 | 11,510 | 22,704 | 24,066 | 25,482 | 32,980 | 34,937 | 36,991 |
| aranja | Kg | 0.67 | 42,867 | 45,438 | 48,111 | 94,905 | 100,598 | 106,514 | 137,772 | 146,036 | 154,624 |
| aranjilla | Kg | 0.47 | 9,332 | 9,892 | 10,474 | 20,981 | 21,900 | 23,188 | 29,993 | 31,793 | 33,662 |
| araya | Unidades | 0.17 | 3,760 | 3,986 | 4,220 | 8,325 | 8,824 | 9,343 | 12,085 | 12,810 | 13,564 |
| ara | Kg | 0.67 | 6,837 | 7,247 | 7,673 | 15,136 | 16,044 | 16,988 | 21,973 | 23,291 | 24,661 |
| ara | Unidades | 0.33 | 7,521 | 7,972 | 8,440 | 16,850 | 17,649 | 18,687 | 24,171 | 25,620 | 27,127 |
| atano | racimo | 0.67 | 33,090 | 35,075 | 37,138 | 73,260 | 77,654 | 82,221 | 106,350 | 112,730 | 119,359 |
| atano verde | racimo | 0.67 | 36,851 | 39,061 | 41,358 | 81,585 | 86,479 | 91,564 | 118,435 | 125,540 | 132,923 |
| amarindo | Kg | 0.67 | 3,418 | 3,623 | 3,837 | 7,588 | 8,022 | 8,494 | 10,967 | 11,646 | 12,330 |
| amate de árbol | Kg | 0.83 | 30,766 | 32,611 | 34,529 | 68,113 | 72,199 | 76,445 | 98,679 | 104,811 | 110,974 |
| as | Kg | 0.67 | 11,985 | 12,682 | 13,428 | 26,489 | 28,077 | 29,729 | 38,453 | 40,760 | 43,157 |
| | SUBTOTAL | | 266,610 | 282,603 | 299,222 | 590,256 | 625,663 | 662,457 | 856,867 | 908,265 | 961,679 |
| HORTALIZAS VERDURAS Y TUBERCULOS | | | | | | | | | | | |
| celga | porciones | 0.15 | 5,428 | 5,754 | 6,092 | 12,018 | 12,739 | 13,488 | 17,446 | 18,493 | 19,580 |
| cerro | porciones | 0.19 | 2,757 | 2,922 | 3,094 | 6,103 | 6,469 | 6,849 | 8,859 | 9,391 | 9,943 |
| cebolla blanca | atados | 0.45 | 19,339 | 20,499 | 21,704 | 42,814 | 45,382 | 48,051 | 62,163 | 65,881 | 69,755 |
| cebolla perla | atados | 0.45 | 18,830 | 19,959 | 21,133 | 41,688 | 44,188 | 46,787 | 60,517 | 64,147 | 67,920 |
| col | Unidades | 0.19 | 4,453 | 4,720 | 4,998 | 9,856 | 10,450 | 11,064 | 14,311 | 15,170 | 16,062 |
| cebolla sal/dulce | atados | 0.19 | 6,785 | 7,192 | 7,615 | 15,023 | 15,924 | 16,860 | 21,888 | 23,116 | 24,476 |
| chuga | Unidades | 0.15 | 5,089 | 5,394 | 5,712 | 11,287 | 11,943 | 12,645 | 16,356 | 17,337 | 18,357 |
| chabo | porciones | 0.11 | 763 | 809 | 857 | 1,690 | 1,791 | 1,897 | 2,453 | 2,601 | 2,753 |
| chapa Nabo | porciones | 0.15 | 1,018 | 1,079 | 1,142 | 2,283 | 2,389 | 2,529 | 3,271 | 3,467 | 3,671 |
| chapas | Kg | 0.38 | 212,045 | 224,765 | 237,983 | 469,454 | 497,614 | 526,876 | 681,489 | 722,379 | 764,861 |
| chimento | Kg | 0.75 | 13,147 | 13,935 | 14,755 | 29,106 | 30,852 | 32,666 | 42,253 | 44,787 | 47,421 |
| chabanos | porciones | 0.15 | 1,272 | 1,349 | 1,428 | 2,817 | 2,986 | 3,161 | 4,089 | 4,334 | 4,589 |
| chomolacha | porciones | 0.15 | 1,442 | 1,526 | 1,618 | 3,192 | 3,384 | 3,583 | 4,634 | 4,912 | 5,201 |
| chomate riñon | Kg | 0.75 | 63,020 | 66,800 | 70,729 | 139,522 | 147,891 | 156,588 | 202,542 | 214,691 | 227,317 |
| chinita | porciones | 0.53 | 20,780 | 22,027 | 23,322 | 46,006 | 48,766 | 51,634 | 66,787 | 70,793 | 74,956 |
| chuca | Kg | 0.30 | 3,257 | 3,452 | 3,655 | 7,211 | 7,643 | 8,093 | 10,468 | 11,096 | 11,748 |
| chuanahoria | porciones | 0.53 | 6,472 | 6,860 | 7,263 | 14,328 | 15,187 | 16,080 | 20,799 | 22,047 | 23,344 |
| | SUBTOTAL | | 385,897 | 409,045 | 433,101 | 854,350 | 905,597 | 958,855 | 1,240,247 | 1,314,643 | 1,391,955 |

PROYECCION COMPRAS AÑO 4

| PRODUCTOS | COSTO UNITARIO DE COMPRA | LATACUNGA | | | AMBATO | | | TOTAL (LATACUNGA + AMBATO) | | | |
|-----------------------------|--------------------------|-----------|----------------|----------------|----------------|----------------|----------------|----------------------------|------------------|------------------|------------------|
| | | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA | |
| GRANOS | | | | | | | | | | | |
| Arveja | Kg | 1.44 | 42,560 | 45,113 | 47,766 | 94,225 | 99,878 | 105,751 | 146,788 | 144,891 | 153,518 |
| Ajillo | Kg | 0.40 | 1,824 | 1,722 | 1,823 | 3,598 | 3,812 | 4,036 | 5,221 | 5,534 | 5,859 |
| Azúcar | Kg | 0.48 | 98,004 | 101,763 | 107,748 | 212,547 | 225,296 | 238,546 | 308,531 | 327,059 | 346,293 |
| Azúcar de cebada | Kg | 0.40 | 15,137 | 6,505 | 6,887 | 13,598 | 14,401 | 15,248 | 19,723 | 20,906 | 22,136 |
| Arroz | Kg | 0.48 | 44,293 | 46,950 | 49,711 | 98,062 | 103,944 | 110,057 | 142,355 | 150,894 | 159,768 |
| Arroz guil | Kg | 0.64 | 12,346 | 13,086 | 13,856 | 27,333 | 28,972 | 30,676 | 39,678 | 42,058 | 44,532 |
| Arroz cho | Kg | 0.32 | 5,337 | 5,127 | 5,429 | 10,709 | 11,352 | 12,019 | 15,548 | 16,479 | 17,448 |
| Arroz clo | Unidades | 0.12 | 24,367 | 25,828 | 27,347 | 53,946 | 57,182 | 60,545 | 78,312 | 83,010 | 87,892 |
| Arroz ol | Kg | 0.48 | 16,190 | 17,161 | 18,171 | 35,844 | 37,994 | 40,229 | 52,034 | 55,156 | 58,399 |
| Arroz as | Kg | 0.48 | 16,461 | 17,448 | 18,474 | 36,443 | 38,629 | 40,901 | 52,904 | 56,078 | 59,376 |
| Arroz lejón | Kg | 0.56 | 6,622 | 6,495 | 6,877 | 13,568 | 14,380 | 15,226 | 19,884 | 20,875 | 22,103 |
| Arroz z | Kg | 0.96 | 6,498 | 6,888 | 7,293 | 14,386 | 15,248 | 16,145 | 20,383 | 22,136 | 23,438 |
| Arroz ni | Kg | 0.36 | 10,905 | 5,295 | 5,606 | 11,059 | 11,722 | 12,412 | 16,054 | 17,017 | 18,018 |
| Arroz cho partido | Kg | 0.16 | 2,013 | 2,028 | 2,147 | 4,236 | 4,490 | 4,754 | 6,149 | 6,518 | 6,901 |
| Arroz e | Kg | 1.20 | 10,423 | 11,049 | 11,698 | 23,077 | 24,461 | 25,900 | 33,300 | 35,510 | 37,598 |
| Arroz nua | Kg | 1.60 | 9,827 | 10,523 | 11,141 | 21,978 | 23,296 | 24,666 | 31,906 | 33,819 | 35,808 |
| SUBTOTAL | | | 304,704 | 322,981 | 341,976 | 674,593 | 715,058 | 757,110 | 979,297 | 1,038,040 | 1,099,086 |
| HARINAS | | | | | | | | | | | |
| Harina | Kg | 0.57 | 7,715 | 8,178 | 8,659 | 17,081 | 18,105 | 19,170 | 24,796 | 26,283 | 27,829 |
| Harina Alverja | Kg | 0.61 | 4,395 | 4,658 | 4,932 | 9,729 | 10,313 | 10,919 | 14,124 | 14,871 | 15,652 |
| Harina Castilla | Kg | 0.61 | 18,334 | 19,434 | 20,576 | 40,590 | 43,024 | 45,555 | 58,823 | 62,458 | 66,131 |
| Harina Haba | Kg | 0.61 | 7,697 | 8,370 | 8,862 | 17,482 | 18,531 | 19,621 | 25,379 | 26,901 | 28,483 |
| Harina habilla | Kg | 0.57 | 6,124 | 3,312 | 3,506 | 6,917 | 7,332 | 7,763 | 10,091 | 10,644 | 11,270 |
| Harina chica | Kg | 0.43 | 6,387 | 8,890 | 9,413 | 18,598 | 19,682 | 20,840 | 26,955 | 28,572 | 30,253 |
| Harina cena | Kg | 0.61 | 6,455 | 6,842 | 7,244 | 14,290 | 15,147 | 16,038 | 20,745 | 21,989 | 23,282 |
| SUBTOTAL | | | 56,306 | 59,683 | 63,193 | 124,658 | 132,135 | 139,906 | 180,964 | 191,819 | 203,099 |
| CARNE LECHE Y HUEVOS | | | | | | | | | | | |
| Carne Res | Kg | 2.17 | 71,116 | 75,384 | 79,817 | 157,451 | 166,895 | 176,710 | 228,569 | 242,280 | 256,528 |
| Carne Reso | Kg | 1.91 | 67,979 | 72,057 | 76,294 | 150,501 | 159,529 | 168,911 | 218,480 | 231,586 | 245,205 |
| Huevos | Unidades | 0.05 | 16,009 | 16,969 | 17,967 | 35,443 | 37,569 | 39,778 | 51,452 | 54,538 | 57,745 |
| Leche escado | Kg | 1.74 | 43,750 | 46,374 | 49,101 | 96,859 | 102,669 | 108,707 | 140,809 | 149,044 | 157,809 |
| Leche ilo | Kg | 2.17 | 64,385 | 104,498 | 110,644 | 218,258 | 231,351 | 244,957 | 316,444 | 335,850 | 355,800 |
| Leche eso | Unidades | 1.04 | 22,719 | 24,081 | 25,498 | 50,297 | 53,314 | 56,450 | 72,016 | 77,396 | 81,947 |
| Leche tequilla | Kg | 2.17 | 15,696 | 16,637 | 17,615 | 34,748 | 36,832 | 38,998 | 50,443 | 53,469 | 56,613 |
| Leche che | litros | 0.43 | 73,571 | 77,984 | 82,570 | 162,880 | 172,650 | 182,804 | 238,451 | 250,634 | 265,374 |
| SUBTOTAL | | | 406,426 | 433,984 | 459,506 | 896,438 | 960,811 | 1,017,315 | 1,315,864 | 1,394,795 | 1,476,821 |

PROYECCION COMPRAS AÑO 4

| PRODUCTOS | COSTO UNITARIO | LATACUNGA | | | AMBATO | | | TOTAL (LATACUNGA + AMBATO) | | | |
|-----------------------------|-----------------|-----------|------------------|------------------|------------------|------------------|------------------|----------------------------|------------------|------------------|------------------|
| | | DE COMPRA | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA |
| ALIMENTOS PROCESADOS | | | | | | | | | | | |
| le | Unidades | 0.91 | 47,174 | 50,004 | 52,945 | 104,443 | 110,705 | 117,216 | 151,815 | 160,710 | 170,161 |
| os | Unidades | 0.09 | 5,956 | 6,316 | 6,687 | 13,191 | 13,983 | 14,805 | 19,150 | 20,298 | 21,492 |
| n | Unidades | 0.59 | 26,664 | 28,263 | 29,925 | 59,032 | 62,573 | 66,253 | 85,695 | 90,836 | 96,176 |
| é | Kg | 7.27 | 67,430 | 60,875 | 64,454 | 127,145 | 134,772 | 142,698 | 184,575 | 195,646 | 207,152 |
| amelos | Kg | 0.91 | 8,332 | 9,892 | 10,474 | 20,661 | 21,900 | 23,188 | 28,893 | 31,793 | 33,662 |
| oa | Kg | 1.49 | 10,764 | 11,410 | 12,081 | 23,831 | 25,260 | 26,746 | 34,595 | 36,670 | 38,826 |
| outidos | Kg | 2.18 | 59,809 | 63,396 | 67,125 | 132,413 | 140,355 | 148,609 | 192,221 | 203,752 | 215,734 |
| os | Kg | 0.44 | 26,532 | 28,124 | 29,778 | 58,741 | 62,265 | 65,926 | 85,274 | 90,369 | 95,704 |
| atina | Kg | 0.64 | 7,179 | 7,609 | 8,057 | 15,893 | 16,846 | 17,837 | 23,072 | 24,456 | 25,894 |
| os en polvo | Unidades | 0.32 | 6,102 | 6,468 | 6,848 | 13,509 | 14,320 | 15,162 | 19,611 | 20,787 | 22,010 |
| nteca | Kg | 1.09 | 12,922 | 13,697 | 14,502 | 28,608 | 30,324 | 32,107 | 41,529 | 44,020 | 46,609 |
| meladas | Unidades | 0.91 | 12,306 | 13,045 | 13,812 | 27,245 | 28,880 | 30,578 | 39,552 | 41,924 | 44,390 |
| n | Unidades | 0.05 | 76,916 | 81,528 | 86,323 | 170,284 | 180,498 | 191,113 | 247,198 | 262,026 | 277,436 |
| n | Kg | 0.36 | 3,241 | 3,435 | 3,637 | 7,175 | 7,605 | 8,052 | 10,415 | 11,040 | 11,689 |
| sa de Tomate | Unidades | 1.09 | 25,643 | 27,394 | 29,005 | 57,215 | 60,647 | 64,214 | 83,059 | 88,041 | 93,218 |
| dina | Unidades | 1.00 | 6,014 | 10,403 | 11,015 | 21,728 | 23,032 | 24,386 | 31,543 | 33,435 | 35,401 |
| n | Unidades | 0.05 | 738 | 783 | 829 | 1,635 | 1,733 | 1,835 | 2,373 | 2,515 | 2,663 |
| | SUBTOTAL | | 398,724 | 422,641 | 447,496 | 882,746 | 935,697 | 990,725 | 1,281,470 | 1,358,338 | 1,438,220 |
| OTROS | | | | | | | | | | | |
| pillito dental | Unidades | 0.36 | 6,851 | 7,261 | 7,688 | 15,167 | 16,076 | 17,022 | 22,047 | 23,338 | 24,710 |
| tergente | Kg | 1.45 | 16,080 | 17,045 | 18,047 | 35,891 | 37,736 | 39,955 | 51,881 | 54,781 | 58,003 |
| paquetes | paquetes | 0.55 | 2,788 | 2,935 | 3,108 | 6,130 | 6,498 | 6,880 | 8,899 | 9,433 | 9,988 |
| paquetes | Unidades | 0.16 | 36,919 | 39,134 | 41,435 | 81,736 | 86,639 | 91,734 | 118,655 | 125,773 | 133,169 |
| paquetes | Unidades | 0.27 | 6,368 | 6,751 | 7,149 | 14,099 | 14,945 | 15,824 | 20,468 | 21,896 | 22,972 |
| paquetes | Unidades | 0.18 | 19,690 | 20,871 | 22,099 | 43,593 | 46,208 | 48,925 | 63,283 | 67,079 | 71,024 |
| paquetes | Unidades | 1.39 | 37,657 | 39,916 | 42,264 | 83,371 | 88,372 | 93,569 | 121,028 | 128,288 | 135,833 |
| paquetes | Unidades | 0.91 | 22,562 | 23,915 | 25,321 | 49,950 | 52,946 | 56,060 | 72,512 | 76,861 | 81,381 |
| paquetes | Unidades | 1.73 | 19,485 | 20,654 | 21,868 | 43,139 | 45,726 | 48,415 | 62,624 | 66,380 | 70,284 |
| paquetes | 500 gr | 1.64 | 9,230 | 9,783 | 10,359 | 20,434 | 21,660 | 22,934 | 29,664 | 31,443 | 33,292 |
| paquetes | Unidades | 0.45 | 12,818 | 13,588 | 14,387 | 28,381 | 30,083 | 31,852 | 41,200 | 43,671 | 46,239 |
| paquetes | Unidades | 0.55 | 6,153 | 6,522 | 6,906 | 13,823 | 14,440 | 15,289 | 19,776 | 20,962 | 22,195 |
| paquetes | Unidades | 0.55 | 18,440 | 19,567 | 20,718 | 40,868 | 43,320 | 45,867 | 59,328 | 62,886 | 66,585 |
| paquetes | Unidades | 2.73 | 9,230 | 9,783 | 10,359 | 20,434 | 21,660 | 22,934 | 29,664 | 31,443 | 33,292 |
| paquetes | Unidades | 0.91 | 10,255 | 10,870 | 11,510 | 22,704 | 24,066 | 25,462 | 32,680 | 34,937 | 36,991 |
| paquetes | Unidades | 1.64 | 5,538 | 5,870 | 6,215 | 12,260 | 12,996 | 13,760 | 17,798 | 18,866 | 19,975 |
| | SUBTOTAL | | 240,066 | 254,466 | 269,431 | 531,490 | 563,371 | 596,502 | 771,566 | 817,837 | 865,933 |
| | TOTAL | | 2,061,732 | 2,185,404 | 2,313,925 | 4,564,531 | 4,838,332 | 5,122,869 | 6,626,263 | 7,023,736 | 7,436,794 |

PROYECCION COMPRAS AÑO 5

| PRODUCTOS | COSTO UNITARIO | DE COMPRA | LATACUNGA | | | AMBATO | | | TOTAL (LATACUNGA + AMBATO) | | |
|---|----------------|-----------|----------------|----------------|----------------|----------------|----------------|------------------|----------------------------|------------------|------------------|
| | | | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA |
| FRUTAS | | | | | | | | | | | |
| acoc | Unidades | 0.33 | 11,165 | 12,071 | 13,027 | 21,727 | 26,724 | 28,840 | 35,598 | 38,795 | 41,867 |
| ano | racimo | 0.23 | 12,288 | 13,278 | 14,329 | 27,200 | 29,397 | 31,724 | 39,499 | 42,675 | 46,054 |
| ila | Kg | 0.67 | 5,439 | 5,879 | 6,344 | 12,042 | 13,015 | 14,046 | 17,482 | 18,894 | 20,390 |
| yaba | Kg | 0.67 | 14,142 | 15,285 | 16,495 | 31,310 | 33,839 | 36,518 | 45,453 | 49,124 | 53,013 |
| on | Kg | 0.33 | 5,439 | 5,879 | 6,344 | 12,042 | 13,015 | 14,046 | 17,482 | 18,894 | 20,390 |
| danna | Unidades | 0.03 | 7,678 | 8,622 | 9,305 | 17,662 | 19,089 | 20,600 | 25,640 | 27,711 | 29,905 |
| zana | Kg | 0.47 | 5,839 | 6,310 | 6,809 | 12,926 | 13,970 | 15,076 | 18,784 | 20,279 | 21,885 |
| acuya | Kg | 0.67 | 5,165 | 6,663 | 7,190 | 13,548 | 14,750 | 15,918 | 19,834 | 21,413 | 23,108 |
| on | Unidades | 0.40 | 5,744 | 6,208 | 6,699 | 12,717 | 13,744 | 14,832 | 18,481 | 19,952 | 21,532 |
| a | Kg | 0.67 | 10,879 | 11,757 | 12,688 | 24,085 | 26,030 | 28,091 | 34,984 | 37,788 | 40,779 |
| anja | Kg | 0.67 | 45,473 | 49,146 | 53,037 | 100,675 | 108,806 | 117,421 | 140,348 | 157,953 | 170,458 |
| anjilla | Kg | 0.47 | 9,900 | 10,699 | 11,546 | 21,817 | 23,688 | 25,563 | 31,917 | 34,387 | 37,109 |
| aya | Unidades | 0.17 | 3,889 | 4,311 | 4,652 | 8,831 | 9,544 | 10,300 | 12,820 | 13,855 | 14,952 |
| a | Kg | 0.67 | 7,253 | 7,838 | 8,459 | 16,067 | 17,353 | 18,727 | 23,209 | 25,192 | 27,186 |
| a | Unidades | 0.33 | 7,678 | 8,622 | 9,305 | 17,662 | 19,089 | 20,600 | 25,640 | 27,711 | 29,905 |
| ano | racimo | 0.67 | 35,102 | 37,937 | 40,941 | 77,714 | 83,991 | 90,640 | 112,816 | 121,928 | 131,581 |
| ano verde | racimo | 0.67 | 38,081 | 42,249 | 45,593 | 86,545 | 93,535 | 100,941 | 125,838 | 135,784 | 146,534 |
| arindo | Kg | 0.67 | 3,628 | 3,919 | 4,229 | 8,028 | 8,677 | 9,364 | 11,855 | 12,596 | 13,593 |
| mate de árbol | Kg | 0.83 | 32,636 | 35,272 | 38,065 | 72,255 | 78,091 | 84,273 | 104,881 | 113,363 | 122,338 |
| s | Kg | 0.67 | 12,662 | 13,717 | 14,803 | 28,099 | 30,369 | 32,773 | 40,791 | 44,086 | 47,576 |
| SUBTOTAL | | | 282,820 | 305,663 | 329,863 | 626,144 | 676,717 | 730,293 | 908,964 | 982,380 | 1,060,155 |
| HORTALIZAS VERDURAS Y TUBERCULOS | | | | | | | | | | | |
| alga | porciones | 0.15 | 3,758 | 6,224 | 6,716 | 12,748 | 13,778 | 14,869 | 18,507 | 20,002 | 21,585 |
| ro | porciones | 0.19 | 2,824 | 3,160 | 3,411 | 6,474 | 6,997 | 7,551 | 9,368 | 10,157 | 10,961 |
| olla blanca | atados | 0.45 | 20,514 | 22,171 | 23,927 | 45,417 | 49,086 | 52,972 | 65,932 | 71,257 | 76,898 |
| olla perla | atados | 0.45 | 19,974 | 21,588 | 23,297 | 44,222 | 47,784 | 51,578 | 64,197 | 69,382 | 74,875 |
| | Unidades | 0.19 | 2,724 | 5,105 | 5,509 | 10,558 | 11,303 | 12,197 | 15,482 | 16,408 | 17,707 |
| arba sal/dulce | atados | 0.19 | 3,100 | 7,779 | 8,395 | 15,930 | 17,223 | 18,587 | 23,134 | 25,002 | 26,982 |
| chuga | Unidades | 0.15 | 3,398 | 5,835 | 6,296 | 11,952 | 12,917 | 13,940 | 17,359 | 18,752 | 20,236 |
| o | porciones | 0.11 | 3,110 | 875 | 944 | 1,793 | 1,938 | 2,091 | 2,603 | 2,813 | 3,035 |
| ola Nabo | porciones | 0.15 | 1,060 | 1,167 | 1,259 | 2,390 | 2,583 | 2,788 | 3,470 | 3,750 | 4,047 |
| pas | Kg | 0.38 | 224,938 | 243,106 | 262,353 | 497,997 | 538,219 | 580,830 | 722,834 | 781,325 | 843,183 |
| amiento | Kg | 0.75 | 3,946 | 15,073 | 16,266 | 30,878 | 33,370 | 36,011 | 44,922 | 48,442 | 52,277 |
| panos | porciones | 0.15 | 1,350 | 1,459 | 1,574 | 3,068 | 3,229 | 3,485 | 4,388 | 4,688 | 5,059 |
| molacha | porciones | 0.15 | 1,530 | 1,653 | 1,784 | 3,368 | 3,660 | 3,950 | 4,916 | 5,313 | 5,734 |
| mate riñon | Kg | 0.75 | 66,852 | 72,251 | 77,971 | 148,005 | 159,959 | 172,623 | 214,858 | 232,210 | 250,594 |
| mita | porciones | 0.53 | 22,044 | 23,824 | 25,711 | 48,804 | 52,745 | 56,921 | 70,848 | 76,570 | 82,832 |
| ca | Kg | 0.30 | 3,453 | 3,734 | 4,030 | 7,649 | 8,267 | 8,922 | 11,104 | 12,001 | 12,951 |
| ahoria | porciones | 0.53 | 3,385 | 7,420 | 8,007 | 15,199 | 16,426 | 17,727 | 22,084 | 23,846 | 25,734 |
| SUBTOTAL | | | 409,360 | 442,423 | 477,450 | 906,294 | 979,494 | 1,057,041 | 1,315,654 | 1,421,917 | 1,534,491 |

PROYECCION COMPRAS AÑO 5

| PRODUCTOS | COSTO UNITARIO DE COMPRA | LATACUNGA | | | AMBATO | | | TOTAL (LATACUNGA + AMBATO) | | | | |
|-----------------------------|--------------------------|-----------|-----------------|----------------|----------------|----------------|----------------|----------------------------|------------------|------------------|------------------|------------------|
| | | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA | | |
| GRANOS | | | | | | | | | | | | |
| Arveja | Kg | 1.44 | 45,148 | 48,794 | 52,658 | 69,954 | 108,028 | 116,580 | 145,402 | 156,822 | 169,238 | |
| Arroz | Kg | 0.40 | 1,723 | 1,862 | 2,010 | 3,815 | 4,123 | 4,450 | 5,538 | 5,986 | 6,459 | |
| Arroz de cebada | Kg | 0.48 | 101,841 | 110,067 | 118,781 | 225,470 | 243,680 | 262,973 | 327,311 | 353,747 | 381,754 | |
| Caro | Kg | 0.40 | 6,510 | 7,036 | 7,593 | 14,412 | 15,576 | 16,810 | 26,922 | 22,612 | 24,402 | |
| Caro | Kg | 0.48 | 46,988 | 50,781 | 54,801 | 104,024 | 112,426 | 121,326 | 151,010 | 163,207 | 176,129 | |
| Chiguil | Kg | 0.64 | 13,095 | 14,154 | 15,275 | 28,984 | 31,336 | 33,817 | 42,091 | 45,490 | 49,092 | |
| Chico | Kg | 0.32 | 5,131 | 5,546 | 5,985 | 11,380 | 12,278 | 13,250 | 16,492 | 17,824 | 19,235 | |
| Chico | Unidades | 0.12 | 25,848 | 27,936 | 30,147 | 57,226 | 61,848 | 66,744 | 83,074 | 89,784 | 96,892 | |
| Chol | Kg | 0.48 | 17,175 | 18,562 | 20,031 | 38,023 | 41,094 | 44,348 | 55,198 | 59,656 | 64,379 | |
| Chapas | Kg | 0.48 | 17,462 | 18,872 | 20,366 | 38,659 | 41,782 | 45,090 | 56,121 | 60,654 | 65,456 | |
| Chatejón | Kg | 0.56 | 6,500 | 7,025 | 7,582 | 14,391 | 15,554 | 16,785 | 20,892 | 22,579 | 24,366 | |
| Chiz | Kg | 0.96 | 6,893 | 7,450 | 8,039 | 15,280 | 16,493 | 17,798 | 22,153 | 23,942 | 25,838 | |
| Chini | Kg | 0.36 | 5,299 | 5,727 | 6,180 | 11,731 | 12,679 | 13,683 | 17,030 | 18,406 | 19,863 | |
| Chucho partido | Kg | 0.16 | 2,030 | 2,193 | 2,367 | 4,493 | 4,856 | 5,241 | 6,523 | 7,050 | 7,608 | |
| Chute | Kg | 1.20 | 11,057 | 11,950 | 12,896 | 24,480 | 26,457 | 28,552 | 35,537 | 38,407 | 41,448 | |
| Chinua | Kg | 1.60 | 10,531 | 11,381 | 12,282 | 23,314 | 25,197 | 27,192 | 33,845 | 36,579 | 39,474 | |
| | | | SUBTOTAL | 323,230 | 349,337 | 376,994 | 716,608 | 773,407 | 834,638 | 1,038,838 | 1,122,744 | 1,211,632 |
| HARINAS | | | | | | | | | | | | |
| Alfalfa | Kg | 0.57 | 8,184 | 8,845 | 9,545 | 18,119 | 19,583 | 21,133 | 26,303 | 28,428 | 30,679 | |
| Alverja | Kg | 0.61 | 4,662 | 5,038 | 5,437 | 10,321 | 11,155 | 12,038 | 14,983 | 16,193 | 17,475 | |
| Castilla | Kg | 0.61 | 19,448 | 21,019 | 22,683 | 43,958 | 46,535 | 50,219 | 62,508 | 67,555 | 72,903 | |
| Haba | Kg | 0.61 | 8,377 | 9,053 | 9,770 | 18,545 | 20,043 | 21,630 | 26,922 | 29,097 | 31,400 | |
| habilla | Kg | 0.57 | 3,314 | 3,582 | 3,866 | 7,338 | 7,930 | 8,558 | 10,652 | 11,512 | 12,424 | |
| chica | Kg | 0.43 | 8,697 | 9,616 | 10,377 | 19,997 | 21,288 | 22,974 | 28,594 | 30,904 | 33,350 | |
| micena | Kg | 0.61 | 6,847 | 7,400 | 7,986 | 15,159 | 16,383 | 17,680 | 22,006 | 23,783 | 25,666 | |
| | | | SUBTOTAL | 59,729 | 64,554 | 69,664 | 132,237 | 142,917 | 154,232 | 191,966 | 207,471 | 223,897 |
| CARNE LECHE Y HUEVOS | | | | | | | | | | | | |
| Carne Res | Kg | 2.17 | 75,442 | 81,536 | 87,991 | 167,024 | 180,514 | 194,805 | 242,408 | 262,050 | 282,796 | |
| queso Res | Kg | 1.91 | 72,172 | 77,937 | 84,107 | 159,652 | 172,546 | 186,207 | 231,764 | 250,483 | 270,314 | |
| Huevos | Unidades | 0.05 | 16,962 | 18,354 | 19,807 | 37,598 | 40,634 | 43,851 | 54,580 | 58,988 | 63,658 | |
| Escado | Kg | 1.74 | 46,418 | 50,158 | 54,129 | 102,748 | 111,047 | 119,839 | 149,158 | 161,206 | 173,968 | |
| Pollo | Kg | 2.17 | 104,578 | 113,025 | 121,973 | 231,528 | 250,230 | 270,041 | 336,108 | 363,255 | 392,014 | |
| queso | Unidades | 1.04 | 24,100 | 26,046 | 28,108 | 53,355 | 57,665 | 62,230 | 77,453 | 83,711 | 90,339 | |
| Antequilla | Kg | 2.17 | 16,849 | 17,994 | 19,419 | 36,880 | 39,858 | 42,992 | 53,619 | 57,832 | 62,410 | |
| Leche | litros | 0.43 | 76,044 | 84,347 | 91,025 | 172,783 | 186,739 | 201,523 | 250,627 | 271,086 | 292,548 | |
| | | | SUBTOTAL | 434,318 | 469,397 | 506,560 | 961,550 | 1,039,213 | 1,121,488 | 1,395,668 | 1,508,610 | 1,628,048 |

PROYECCION COMPRAS AÑO 6

| PRODUCTOS | COSTO UNITARIO | LATACUNGA | | | AMBATO | | | TOTAL (LATACUNGA + AMBATO) | | | |
|---|-----------------|-----------|----------------|----------------|----------------|----------------|------------------|----------------------------|------------------|------------------|------------------|
| | | DE COMPRA | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA |
| FRUTAS | | | | | | | | | | | |
| abaco | Unidades | 0.33 | 11,848 | 13,056 | 14,361 | 26,231 | 28,905 | 31,793 | 38,079 | 41,961 | 46,154 |
| anano | racimo | 0.23 | 13,033 | 14,362 | 15,797 | 28,854 | 31,796 | 34,973 | 41,894 | 46,157 | 50,769 |
| anilla | Kg | 0.67 | 5,770 | 6,358 | 6,994 | 12,775 | 14,077 | 15,484 | 18,545 | 20,436 | 22,478 |
| ayaba | Kg | 0.67 | 15,002 | 16,532 | 18,184 | 33,214 | 36,601 | 40,258 | 46,216 | 53,133 | 58,442 |
| ción | Kg | 0.33 | 5,770 | 6,358 | 6,994 | 12,775 | 14,077 | 15,484 | 18,545 | 20,436 | 22,478 |
| andarina | Unidades | 0.03 | 6,463 | 9,326 | 10,258 | 18,736 | 20,646 | 22,710 | 27,199 | 29,972 | 32,967 |
| anzana | Kg | 0.47 | 6,193 | 6,825 | 7,507 | 13,711 | 15,109 | 16,619 | 19,905 | 21,934 | 24,126 |
| aracuya | Kg | 0.67 | 6,530 | 7,206 | 7,926 | 14,478 | 15,954 | 17,548 | 21,017 | 23,160 | 25,475 |
| ción | Unidades | 0.40 | 6,093 | 6,715 | 7,385 | 13,490 | 14,865 | 16,351 | 19,583 | 21,580 | 23,736 |
| ra | Kg | 0.67 | 11,540 | 12,717 | 13,988 | 25,549 | 28,154 | 30,968 | 37,090 | 40,871 | 44,955 |
| ranja | Kg | 0.67 | 48,238 | 53,157 | 58,468 | 106,786 | 117,685 | 129,445 | 155,034 | 170,842 | 187,913 |
| ranjilla | Kg | 0.47 | 10,502 | 11,572 | 12,729 | 23,250 | 25,620 | 28,181 | 33,751 | 37,193 | 40,909 |
| raya | Unidades | 0.17 | 4,231 | 4,663 | 5,129 | 9,368 | 10,323 | 11,355 | 13,599 | 14,986 | 16,484 |
| ra | Kg | 0.67 | 7,693 | 8,478 | 9,325 | 17,033 | 18,770 | 20,645 | 24,726 | 27,247 | 29,970 |
| ra | Unidades | 0.33 | 6,463 | 9,326 | 10,258 | 18,736 | 20,646 | 22,710 | 27,199 | 29,972 | 32,967 |
| ratano | racimo | 0.67 | 37,237 | 41,033 | 45,133 | 82,439 | 90,845 | 99,922 | 118,676 | 131,878 | 145,055 |
| ratano verde | racimo | 0.67 | 41,468 | 45,696 | 50,262 | 91,807 | 101,168 | 111,277 | 133,275 | 146,864 | 161,539 |
| marindo | Kg | 0.67 | 3,847 | 4,239 | 4,663 | 8,516 | 9,385 | 10,323 | 12,393 | 13,624 | 14,985 |
| mate de árbol | Kg | 0.83 | 34,621 | 38,151 | 41,963 | 76,848 | 84,463 | 92,903 | 111,269 | 122,614 | 134,866 |
| ras | Kg | 0.67 | 13,464 | 14,836 | 16,319 | 29,806 | 32,847 | 36,129 | 43,271 | 47,683 | 52,448 |
| | SUBTOTAL | | 300,016 | 330,605 | 363,640 | 664,213 | 731,937 | 805,075 | 964,223 | 1,062,542 | 1,168,715 |
| HORTALIZAS VERDURAS Y TUBERCULOS | | | | | | | | | | | |
| belga | porciones | 0.15 | 8,109 | 6,731 | 7,404 | 13,524 | 14,903 | 16,392 | 19,832 | 21,634 | 23,796 |
| erizo | porciones | 0.19 | 3,102 | 3,418 | 3,760 | 6,868 | 7,568 | 8,324 | 9,970 | 10,986 | 12,084 |
| ebolla blanca | atados | 0.45 | 21,762 | 23,980 | 26,377 | 48,779 | 53,091 | 58,396 | 69,940 | 77,071 | 84,773 |
| ebolla perla | atados | 0.45 | 21,188 | 23,349 | 25,683 | 46,911 | 51,694 | 56,859 | 68,100 | 75,043 | 82,542 |
| ol | Unidades | 0.19 | 5,011 | 5,522 | 6,074 | 11,094 | 12,225 | 13,446 | 16,103 | 17,747 | 19,520 |
| erba sal/dulce | atados | 0.19 | 7,636 | 8,414 | 9,255 | 16,905 | 18,628 | 20,490 | 24,540 | 27,043 | 29,745 |
| chuga | Unidades | 0.15 | 5,722 | 6,311 | 6,941 | 12,979 | 13,971 | 15,367 | 16,405 | 20,282 | 22,309 |
| abo | porciones | 0.11 | 859 | 947 | 1,041 | 1,902 | 2,096 | 2,305 | 2,761 | 3,042 | 3,346 |
| apa Nabo | porciones | 0.15 | 1,143 | 1,262 | 1,388 | 2,536 | 2,794 | 3,073 | 3,681 | 4,056 | 4,462 |
| apas | Kg | 0.38 | 238,814 | 262,943 | 289,217 | 528,275 | 582,138 | 640,307 | 768,899 | 845,081 | 929,525 |
| amiento | Kg | 0.75 | 14,784 | 16,302 | 17,931 | 32,753 | 36,093 | 39,699 | 47,547 | 52,395 | 57,631 |
| abanos | porciones | 0.15 | 1,432 | 1,578 | 1,735 | 3,170 | 3,493 | 3,842 | 4,601 | 5,070 | 5,577 |
| emolacha | porciones | 0.15 | 1,623 | 1,786 | 1,967 | 3,592 | 3,959 | 4,354 | 5,215 | 5,747 | 6,321 |
| mate riñon | Kg | 0.75 | 70,916 | 78,147 | 85,955 | 157,003 | 173,011 | 190,299 | 227,919 | 251,158 | 276,255 |
| minita | porciones | 0.53 | 23,084 | 25,768 | 28,343 | 51,771 | 57,049 | 62,750 | 75,165 | 82,818 | 91,093 |
| uca | Kg | 0.30 | 3,663 | 4,039 | 4,442 | 8,114 | 8,942 | 9,835 | 11,770 | 12,980 | 14,277 |
| anahoria | porciones | 0.53 | 7,263 | 8,025 | 8,827 | 16,123 | 17,767 | 19,542 | 23,405 | 25,792 | 28,369 |
| | SUBTOTAL | | 434,249 | 478,525 | 526,341 | 961,397 | 1,059,421 | 1,165,282 | 1,395,646 | 1,537,946 | 1,691,623 |

PROYECCION COMPRAS AÑO 6

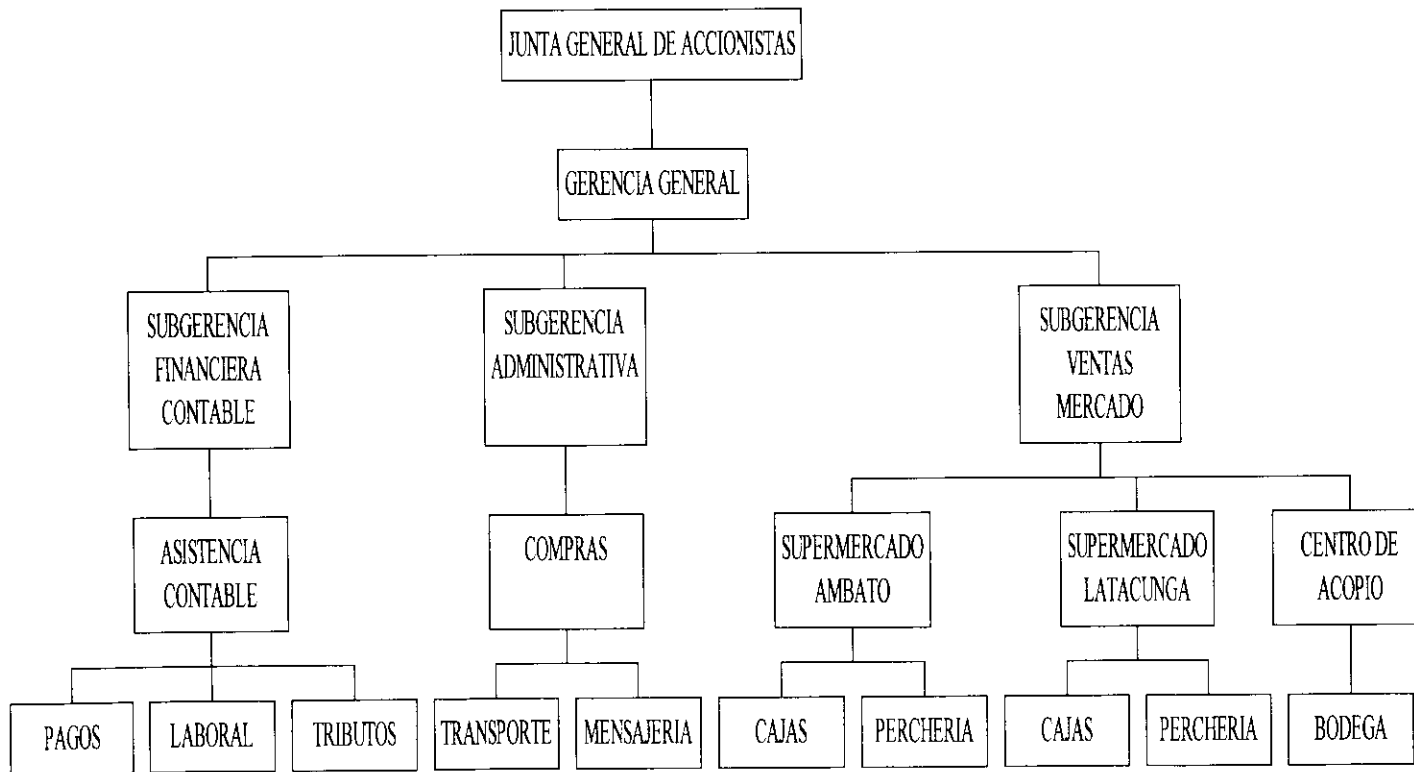
| PRODUCTOS | COSTO UNITARIO DE COMPRA | LATACUNGA | | | AMBATO | | | TOTAL (LATACUNGA + AMBATO) | | | | |
|-----------------------------|--------------------------|-----------|-----------------|----------------|----------------|----------------|------------------|----------------------------|------------------|------------------|------------------|------------------|
| | | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA | | |
| GRANOS | | | | | | | | | | | | |
| Arveja | Kg | 1.44 | 47,893 | 52,776 | 58,050 | 108,032 | 116,843 | 128,518 | 153,825 | 169,619 | 186,568 | |
| Arroz | Kg | 0.40 | 1,828 | 2,014 | 2,216 | 4,047 | 4,460 | 4,905 | 5,875 | 6,474 | 7,121 | |
| Arroz de cebada | Kg | 0.48 | 108,033 | 119,048 | 130,944 | 239,178 | 263,565 | 289,901 | 347,211 | 382,613 | 420,845 | |
| Arroz | Kg | 0.40 | 6,906 | 7,810 | 8,370 | 15,289 | 16,848 | 18,531 | 22,194 | 24,457 | 26,901 | |
| Arroz | Kg | 0.48 | 49,843 | 54,925 | 60,413 | 110,348 | 121,600 | 133,750 | 160,191 | 176,524 | 194,163 | |
| Arroz | Kg | 0.64 | 13,893 | 15,309 | 16,839 | 30,757 | 33,893 | 37,280 | 44,850 | 49,202 | 54,119 | |
| Arroz | Kg | 0.32 | 5,443 | 5,998 | 6,598 | 12,051 | 13,280 | 14,607 | 17,494 | 19,278 | 21,204 | |
| Arroz | Unidades | 0.12 | 27,420 | 30,215 | 33,235 | 60,705 | 66,895 | 73,579 | 88,125 | 97,110 | 106,814 | |
| Arroz | Kg | 0.48 | 18,219 | 20,076 | 22,083 | 40,335 | 44,448 | 48,889 | 58,554 | 64,524 | 70,972 | |
| Arroz | Kg | 0.48 | 18,523 | 20,412 | 22,452 | 41,010 | 45,191 | 49,707 | 59,533 | 65,603 | 72,158 | |
| Arroz | Kg | 0.56 | 6,886 | 7,599 | 8,358 | 15,266 | 16,823 | 18,504 | 22,152 | 24,421 | 26,862 | |
| Arroz | Kg | 0.96 | 7,312 | 8,057 | 8,863 | 16,188 | 17,839 | 19,621 | 23,500 | 25,896 | 28,484 | |
| Arroz | Kg | 0.36 | 5,821 | 6,194 | 6,813 | 12,445 | 13,713 | 15,084 | 18,068 | 19,908 | 21,897 | |
| Arroz | Kg | 0.16 | 2,153 | 2,372 | 2,610 | 4,766 | 5,252 | 5,777 | 6,919 | 7,625 | 8,387 | |
| Arroz | Kg | 1.20 | 11,730 | 12,925 | 14,217 | 25,958 | 28,616 | 31,475 | 37,698 | 41,541 | 45,692 | |
| Arroz | Kg | 1.60 | 11,171 | 12,310 | 13,540 | 24,782 | 27,253 | 29,977 | 35,903 | 39,563 | 43,517 | |
| | | | SUBTOTAL | 342,862 | 377,843 | 415,598 | 769,117 | 836,517 | 920,105 | 1,102,000 | 1,214,360 | 1,335,703 |
| HARINAS | | | | | | | | | | | | |
| Alverja | Kg | 0.57 | 8,682 | 9,567 | 10,523 | 19,221 | 21,181 | 23,297 | 27,903 | 30,748 | 33,820 | |
| Alverja | Kg | 0.61 | 4,845 | 5,449 | 5,994 | 10,948 | 12,065 | 13,270 | 15,894 | 17,514 | 19,264 | |
| Alverja | Kg | 0.61 | 20,831 | 22,734 | 25,006 | 45,675 | 50,333 | 55,362 | 66,306 | 73,067 | 80,368 | |
| Alverja | Kg | 0.61 | 8,886 | 9,792 | 10,770 | 19,673 | 21,679 | 23,845 | 28,559 | 31,471 | 34,615 | |
| Alverja | Kg | 0.57 | 3,516 | 3,874 | 4,261 | 7,784 | 8,577 | 9,434 | 11,298 | 12,451 | 13,696 | |
| Alverja | Kg | 0.43 | 9,438 | 10,400 | 11,439 | 20,895 | 23,025 | 25,326 | 30,333 | 33,426 | 36,766 | |
| Alverja | Kg | 0.61 | 7,263 | 8,004 | 8,804 | 16,981 | 17,720 | 19,491 | 23,344 | 25,724 | 28,294 | |
| | | | SUBTOTAL | 63,361 | 69,821 | 76,798 | 140,277 | 154,579 | 170,026 | 203,638 | 224,401 | 246,824 |
| CARNE LECHE Y HUEVOS | | | | | | | | | | | | |
| Carne Res | Kg | 2.17 | 80,029 | 88,189 | 97,001 | 177,179 | 195,244 | 214,753 | 257,200 | 283,433 | 311,754 | |
| Carne Res | Kg | 1.91 | 76,487 | 84,296 | 92,720 | 189,358 | 186,626 | 205,275 | 245,855 | 270,923 | 297,994 | |
| Carne Res | Unidades | 0.05 | 18,015 | 19,852 | 21,835 | 39,884 | 43,950 | 48,342 | 57,896 | 63,802 | 70,177 | |
| Carne Res | Kg | 1.74 | 49,232 | 54,251 | 59,672 | 109,398 | 120,109 | 132,110 | 158,227 | 174,360 | 191,783 | |
| Carne Res | Kg | 2.17 | 110,637 | 122,248 | 134,463 | 245,606 | 270,648 | 297,693 | 356,543 | 392,896 | 432,156 | |
| Carne Res | Unidades | 1.04 | 25,585 | 28,172 | 30,987 | 59,599 | 62,370 | 68,603 | 82,155 | 90,542 | 99,589 | |
| Carne Res | Kg | 2.17 | 17,862 | 19,462 | 21,407 | 39,102 | 43,088 | 47,394 | 56,783 | 62,551 | 68,801 | |
| Carne Res | litros | 0.43 | 82,788 | 91,230 | 100,346 | 183,288 | 201,976 | 222,159 | 266,977 | 293,206 | 322,505 | |
| | | | SUBTOTAL | 460,726 | 507,700 | 558,432 | 1,020,012 | 1,124,013 | 1,236,328 | 1,480,737 | 1,631,713 | 1,794,760 |

| PROYECCION COMPRAS AÑO 6 | | | | | | | | | | | | |
|-----------------------------|----------------|-----------|-----------------|------------------|------------------|------------------|------------------|----------------------------|------------------|------------------|------------------|------------------|
| PRODUCTOS | COSTO UNITARIO | LATACUNGA | | | AMBATO | | | TOTAL (LATACUNGA + AMBATO) | | | | |
| | | DE COMPRA | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA | |
| ALIMENTOS PROCESADOS | | | | | | | | | | | | |
| Arroz | Unidades | 0.91 | 53,085 | 58,498 | 64,343 | 117,527 | 129,510 | 142,451 | 170,612 | 188,007 | 206,794 | |
| Arroz | Unidades | 0.09 | 6,705 | 7,389 | 8,127 | 14,844 | 16,358 | 17,992 | 21,548 | 23,746 | 26,119 | |
| Arroz | Unidades | 0.59 | 30,005 | 33,064 | 36,368 | 66,428 | 73,201 | 80,516 | 96,433 | 106,265 | 116,883 | |
| Arroz | Kg | 7.27 | 64,025 | 71,215 | 78,331 | 143,076 | 157,664 | 173,418 | 207,701 | 228,879 | 251,749 | |
| Arroz | Kg | 0.91 | 10,502 | 11,572 | 12,729 | 23,250 | 25,620 | 28,181 | 33,751 | 37,193 | 40,909 | |
| Arroz | Kg | 1.49 | 12,113 | 13,348 | 14,681 | 26,817 | 29,551 | 32,504 | 38,929 | 42,898 | 47,185 | |
| Arroz | Kg | 2.18 | 67,303 | 74,165 | 81,576 | 149,003 | 164,196 | 180,603 | 216,306 | 238,361 | 262,179 | |
| Arroz | Kg | 0.44 | 29,887 | 32,901 | 36,189 | 66,101 | 72,841 | 80,119 | 95,958 | 105,742 | 116,308 | |
| Arroz | Kg | 0.64 | 8,078 | 8,902 | 9,791 | 17,885 | 19,708 | 21,677 | 25,983 | 28,610 | 31,469 | |
| Arroz | Unidades | 0.32 | 6,886 | 7,567 | 8,323 | 15,202 | 16,752 | 18,426 | 22,068 | 24,318 | 26,748 | |
| Arroz | Kg | 1.09 | 14,541 | 16,023 | 17,624 | 32,192 | 35,474 | 39,019 | 46,733 | 51,498 | 56,644 | |
| Arroz | Unidades | 0.91 | 13,848 | 15,260 | 16,785 | 30,659 | 33,785 | 37,161 | 44,507 | 49,045 | 53,946 | |
| Arroz | Unidades | 0.05 | 86,552 | 95,377 | 104,907 | 191,620 | 211,157 | 232,257 | 276,172 | 306,534 | 337,164 | |
| Arroz | Kg | 0.36 | 3,847 | 4,019 | 4,420 | 8,074 | 8,897 | 9,786 | 11,720 | 12,915 | 14,206 | |
| Arroz | Unidades | 1.09 | 29,081 | 32,047 | 35,249 | 64,384 | 70,949 | 78,038 | 93,466 | 102,995 | 113,287 | |
| Arroz | Unidades | 1.00 | 11,044 | 12,170 | 13,368 | 24,451 | 26,944 | 29,636 | 35,485 | 39,114 | 43,022 | |
| Arroz | Unidades | 0.05 | 831 | 916 | 1,007 | 1,840 | 2,027 | 2,230 | 2,670 | 2,943 | 3,237 | |
| | | | SUBTOTAL | 448,682 | 494,430 | 543,835 | 993,351 | 1,094,633 | 1,204,013 | 1,442,034 | 1,589,063 | 1,747,849 |
| OTROS | | | | | | | | | | | | |
| Alfileres | Unidades | 0.36 | 7,709 | 8,495 | 9,344 | 17,067 | 18,807 | 20,686 | 24,776 | 27,302 | 30,030 | |
| Alfileres | Kg | 1.45 | 18,095 | 19,940 | 21,933 | 40,061 | 44,146 | 48,557 | 58,156 | 64,088 | 70,490 | |
| Alfileres | paquetes | 0.55 | 3,116 | 3,434 | 3,777 | 6,898 | 7,602 | 8,361 | 10,014 | 11,035 | 12,138 | |
| Alfileres | Unidades | 0.16 | 41,545 | 45,781 | 50,355 | 91,977 | 101,355 | 111,483 | 133,522 | 147,136 | 161,839 | |
| Alfileres | Unidades | 0.27 | 7,166 | 7,897 | 8,686 | 16,566 | 17,484 | 19,231 | 23,033 | 25,381 | 27,917 | |
| Alfileres | Unidades | 0.18 | 22,157 | 24,416 | 26,856 | 49,055 | 54,056 | 59,458 | 71,212 | 78,473 | 86,314 | |
| Alfileres | Unidades | 1.39 | 42,376 | 46,696 | 51,362 | 93,817 | 103,383 | 113,713 | 136,193 | 150,079 | 165,075 | |
| Alfileres | Unidades | 0.91 | 25,389 | 27,977 | 30,773 | 56,208 | 61,939 | 68,129 | 81,587 | 89,917 | 98,901 | |
| Alfileres | Lt | 1.73 | 21,928 | 24,162 | 26,576 | 48,544 | 53,493 | 58,838 | 70,470 | 77,655 | 85,415 | |
| Alfileres | 500 gr | 1.64 | 10,388 | 11,445 | 12,589 | 22,894 | 25,339 | 27,871 | 33,381 | 36,784 | 40,460 | |
| Alfileres | Unidades | 0.45 | 14,425 | 15,896 | 17,485 | 31,937 | 35,193 | 38,709 | 46,362 | 51,089 | 56,194 | |
| Alfileres | Unidades | 0.55 | 6,924 | 7,630 | 8,393 | 15,330 | 16,893 | 18,581 | 22,254 | 24,523 | 26,973 | |
| Alfileres | Unidades | 0.55 | 20,772 | 22,890 | 25,178 | 45,989 | 50,678 | 55,742 | 66,761 | 73,568 | 80,919 | |
| Alfileres | Unidades | 2.73 | 10,368 | 11,445 | 12,589 | 22,894 | 25,339 | 27,871 | 33,381 | 36,784 | 40,460 | |
| Alfileres | Unidades | 0.91 | 11,540 | 12,717 | 13,988 | 25,549 | 28,154 | 30,968 | 37,080 | 40,871 | 44,955 | |
| Alfileres | Unidades | 1.64 | 6,232 | 6,867 | 7,553 | 13,797 | 15,203 | 16,722 | 20,028 | 22,070 | 24,276 | |
| | | | SUBTOTAL | 270,146 | 297,690 | 327,436 | 598,083 | 659,064 | 724,920 | 868,229 | 956,754 | 1,052,356 |
| | | | TOTAL | 2,320,060 | 2,556,614 | 2,812,081 | 5,136,451 | 5,660,164 | 6,225,750 | 7,456,512 | 8,216,778 | 9,037,830 |

Anexo 9

Organigrama Estructural

Organigrama Estructural Proyecto “La Tienda”



Anexo 10

Rol de Pagos



| Administrativos | | | | | | | | | | | | |
|------------------------------|-----------------|-----------------|-------------------|------------------------|----------|---------------------|------------|----------|------------------|--------------------|------------------|-------------|
| ROL DE PAGOS | | | | | | | | | | | | |
| Nombre del Cargo | Centro de Costo | Número Personas | Salario Unificado | Bonificación Adicional | Alcance | Comp. Salarial P.I. | Ingresos | | | MANO DE OBRA ANUAL | | |
| | | | | | | | Individual | Total | Anual | Administrativo | Ventas | |
| Gerente | Administrativo | 1 | 1,200.00 | 100.00 | 1,300.00 | 24.00 | 1,324.00 | 1,324.00 | 15,888.00 | 15,888.00 | 0.00 | |
| Subgerente Administrativo | Administrativo | 1 | 400.00 | 100.00 | 500.00 | 24.00 | 524.00 | 524.00 | 6,288.00 | 6,288.00 | 0.00 | |
| Subgerente Financiero | Administrativo | 1 | 400.00 | 100.00 | 500.00 | 24.00 | 524.00 | 524.00 | 6,288.00 | 6,288.00 | 0.00 | |
| Subgerente Ventas | Administrativo | 1 | 400.00 | 100.00 | 500.00 | 24.00 | 524.00 | 524.00 | 6,288.00 | 6,288.00 | 0.00 | |
| Secretaria Auxiliar Contable | Administrativo | 1 | 220.00 | 30.00 | 250.00 | 24.00 | 274.00 | 274.00 | 3,288.00 | 3,288.00 | 0.00 | |
| Conductores | Administrativo | 1 | 180.00 | 30.00 | 210.00 | 24.00 | 234.00 | 234.00 | 2,808.00 | 2,808.00 | 0.00 | |
| | | | | | | | | | TOTALES : | 40,848.00 | 40,848.00 | 0.00 |

| Latacunga | | | | | | | | | | | | |
|------------------------------|-----------------|-----------------|-------------------|------------------------|---------|---------------------|------------|----------|------------------|--------------------|------------------|------------------|
| ROL DE PAGOS | | | | | | | | | | | | |
| Nombre del Cargo | Centro de Costo | Número Personas | Salario Unificado | Bonificación Adicional | Alcance | Comp. Salarial P.I. | Ingresos | | | MANO DE OBRA ANUAL | | |
| | | | | | | | Individual | Total | Anual | Administrativo | Ventas | |
| Jefe de Supermercado | Administrativo | 1 | 300.00 | 50.00 | 350.00 | 24.00 | 374.00 | 374.00 | 4,488.00 | 4,488.00 | 0.00 | |
| Asistente contable | Administrativo | 1 | 260.00 | 40.00 | 300.00 | 24.00 | 324.00 | 324.00 | 3,888.00 | 3,888.00 | 0.00 | |
| Secretaria Auxiliar Contable | Administrativo | 1 | 220.00 | 30.00 | 250.00 | 24.00 | 274.00 | 274.00 | 3,288.00 | 3,288.00 | 0.00 | |
| Auxiliar Contable | Administrativo | 1 | 220.00 | 30.00 | 250.00 | 24.00 | 274.00 | 274.00 | 3,288.00 | 3,288.00 | 0.00 | |
| Conductores | Administrativo | 1 | 180.00 | 30.00 | 210.00 | 24.00 | 234.00 | 234.00 | 2,808.00 | 2,808.00 | 0.00 | |
| Cajeros Planta | Ventas | 6 | 180.00 | 30.00 | 210.00 | 24.00 | 234.00 | 1,404.00 | 16,848.00 | 0.00 | 16,848.00 | |
| Cajeros x Horas | Ventas | 2 | 180.00 | 30.00 | 210.00 | 24.00 | 234.00 | 468.00 | 5,616.00 | 0.00 | 5,616.00 | |
| Bodegueros | Ventas | 2 | 180.00 | 30.00 | 210.00 | 24.00 | 234.00 | 468.00 | 5,616.00 | 0.00 | 5,616.00 | |
| Mensajero | Administrativo | 1 | 140.00 | 30.00 | 170.00 | 24.00 | 194.00 | 194.00 | 2,328.00 | 2,328.00 | 0.00 | |
| Perchadores Planta | Ventas | 4 | 140.00 | 30.00 | 170.00 | 24.00 | 194.00 | 776.00 | 9,312.00 | 0.00 | 9,312.00 | |
| Perchadores x Horas | Ventas | 2 | 140.00 | 30.00 | 170.00 | 24.00 | 194.00 | 388.00 | 4,656.00 | 0.00 | 4,656.00 | |
| | | | | | | | | | TOTALES : | 62,136.00 | 20,088.00 | 42,048.00 |



Ambato

| ROL DE PAGOS | | | | | | | | | | | | |
|------------------------------|-----------------|-----------------|-------------------|------------------------|---------|---------------------|------------------|----------|-----------|--------------------|------------------|------------------|
| Nombre del Cargo | Centro de Costo | Número Personas | Salario Unificado | Bonificacion Adicional | Alcance | Comp. Salarial P.I. | Ingresos | | | MANO DE OBRA ANUAL | | |
| | | | | | | | Individual | Total | Anual | Administrativo | Ventas | |
| Jefe de Supermercado | Administrativo | 1 | 300.00 | 50.00 | 350.00 | 24.00 | 374.00 | 374.00 | 4,488.00 | 4,488.00 | 0.00 | |
| Asistente contable | Administrativo | 1 | 260.00 | 40.00 | 300.00 | 24.00 | 324.00 | 324.00 | 3,888.00 | 3,888.00 | 0.00 | |
| Secretaria Auxiliar Contable | Administrativo | 1 | 220.00 | 30.00 | 250.00 | 24.00 | 274.00 | 274.00 | 3,288.00 | 3,288.00 | 0.00 | |
| Auxiliar Contable | Administrativo | 1 | 220.00 | 30.00 | 250.00 | 24.00 | 274.00 | 274.00 | 3,288.00 | 3,288.00 | 0.00 | |
| Conductores | Administrativo | 1 | 180.00 | 30.00 | 210.00 | 24.00 | 234.00 | 234.00 | 2,808.00 | 2,808.00 | 0.00 | |
| Cajeros Planta | Ventas | 8 | 180.00 | 30.00 | 210.00 | 24.00 | 234.00 | 1,872.00 | 22,464.00 | 0.00 | 22,464.00 | |
| Cajeros x Horas | Ventas | 2 | 180.00 | 30.00 | 210.00 | 24.00 | 234.00 | 468.00 | 5,616.00 | 0.00 | 5,616.00 | |
| Bodegueros | Ventas | 2 | 180.00 | 30.00 | 210.00 | 24.00 | 234.00 | 468.00 | 5,616.00 | 0.00 | 5,616.00 | |
| Mensajero | Administrativo | 1 | 140.00 | 30.00 | 170.00 | 24.00 | 194.00 | 194.00 | 2,328.00 | 2,328.00 | 0.00 | |
| Perchadores Planta | Ventas | 6 | 140.00 | 30.00 | 170.00 | 24.00 | 194.00 | 1,164.00 | 13,968.00 | 0.00 | 13,968.00 | |
| Perchadores x Horas | Ventas | 2 | 140.00 | 30.00 | 170.00 | 24.00 | 194.00 | 388.00 | 4,656.00 | 0.00 | 4,656.00 | |
| | | | | | | | TOTALES : | | | 72,408.00 | 20,088.00 | 52,320.00 |

26

Centro de Acopio

| ROL DE PAGOS | | | | | | | | | | | | |
|------------------------------|-----------------|-----------------|-------------------|------------------------|---------|---------------------|------------------|--------|----------|--------------------|------------------|-----------------|
| Nombre del Cargo | Centro de Costo | Número Personas | Salario Unificado | Bonificacion Adicional | Alcance | Comp. Salarial P.I. | Ingresos | | | MANO DE OBRA ANUAL | | |
| | | | | | | | Individual | Total | Anual | Administrativo | Ventas | |
| Jefe de Centro de Acopio | Administrativo | 1 | 300.00 | 50.00 | 350.00 | 24.00 | 374.00 | 374.00 | 4,488.00 | 4,488.00 | 0.00 | |
| Representante de compras | Administrativo | 2 | 260.00 | 40.00 | 300.00 | 24.00 | 324.00 | 648.00 | 7,776.00 | 7,776.00 | 0.00 | |
| Asistente contable | Administrativo | 1 | 260.00 | 40.00 | 300.00 | 24.00 | 324.00 | 324.00 | 3,888.00 | 3,888.00 | 0.00 | |
| Secretaria Auxiliar Contable | Administrativo | 1 | 220.00 | 30.00 | 250.00 | 24.00 | 274.00 | 274.00 | 3,288.00 | 3,288.00 | 0.00 | |
| Auxiliar Contable | Administrativo | 1 | 220.00 | 30.00 | 250.00 | 24.00 | 274.00 | 274.00 | 3,288.00 | 3,288.00 | 0.00 | |
| Conductores | Administrativo | 1 | 180.00 | 30.00 | 210.00 | 24.00 | 234.00 | 234.00 | 2,808.00 | 2,808.00 | 0.00 | |
| Bodegueros | Ventas | 2 | 180.00 | 30.00 | 210.00 | 24.00 | 234.00 | 468.00 | 5,616.00 | 0.00 | 5,616.00 | |
| Mensajero | Administrativo | 1 | 140.00 | 30.00 | 170.00 | 24.00 | 194.00 | 194.00 | 2,328.00 | 2,328.00 | 0.00 | |
| | | | | | | | TOTALES : | | | 33,480.00 | 27,864.00 | 5,616.00 |

10

Administrativos

ROL DE PAGOS

| Nombre del Cargo | Centro de Costo | Número Personas | Salario Unificado | Bonificación Adicional | Alcance | Comp. Salarial P.I. | Ingresos | | | MANO DE OBRA ANUAL | | |
|------------------------------|-----------------|-----------------|-------------------|------------------------|----------|---------------------|------------------|----------|-----------|--------------------|------------------|-------------|
| | | | | | | | Individual | Total | Anual | Administrativo | Ventas | |
| Gerente | Administrativo | 1 | 1,328.80 | 100.00 | 1,428.80 | 16.00 | 1,444.80 | 1,444.80 | 17,337.60 | 17,337.60 | 0.00 | |
| Subgerente Administrativo | Administrativo | 1 | 448.80 | 100.00 | 548.80 | 16.00 | 564.80 | 564.80 | 6,777.60 | 6,777.60 | 0.00 | |
| Subgerente Financiero | Administrativo | 1 | 448.80 | 100.00 | 548.80 | 16.00 | 564.80 | 564.80 | 6,777.60 | 6,777.60 | 0.00 | |
| Subgerente Ventas | Administrativo | 1 | 448.80 | 100.00 | 548.80 | 16.00 | 564.80 | 564.80 | 6,777.60 | 6,777.60 | 0.00 | |
| Secretaria Auxiliar Contable | Administrativo | 1 | 250.80 | 30.00 | 280.80 | 16.00 | 296.80 | 296.80 | 3,561.60 | 3,561.60 | 0.00 | |
| Conductores | Administrativo | 1 | 206.80 | 30.00 | 236.80 | 16.00 | 252.80 | 252.80 | 3,033.60 | 3,033.60 | 0.00 | |
| | | 6 | | | | | TOTALES : | | | 44,265.60 | 44,265.60 | 0.00 |

Latacunga

ROL DE PAGOS

| Nombre del Cargo | Centro de Costo | Número Personas | Salario Unificado | Bonificación Adicional | Alcance | Comp. Salarial P.I. | Ingresos | | | MANO DE OBRA ANUAL | | |
|------------------------------|-----------------|-----------------|-------------------|------------------------|---------|---------------------|------------------|----------|-----------|--------------------|------------------|------------------|
| | | | | | | | Individual | Total | Anual | Administrativo | Ventas | |
| Jefe de Supermercado | Administrativo | 1 | 338.80 | 50.00 | 388.80 | 16.00 | 404.80 | 404.80 | 4,857.60 | 4,857.60 | 0.00 | |
| Asistente contable | Administrativo | 1 | 294.80 | 40.00 | 334.80 | 16.00 | 350.80 | 350.80 | 4,209.60 | 4,209.60 | 0.00 | |
| Secretaria Auxiliar Contable | Administrativo | 1 | 250.80 | 30.00 | 280.80 | 16.00 | 296.80 | 296.80 | 3,561.60 | 3,561.60 | 0.00 | |
| Auxiliar Contable | Administrativo | 1 | 250.80 | 30.00 | 280.80 | 16.00 | 296.80 | 296.80 | 3,561.60 | 3,561.60 | 0.00 | |
| Conductores | Administrativo | 1 | 206.80 | 30.00 | 236.80 | 16.00 | 252.80 | 252.80 | 3,033.60 | 3,033.60 | 0.00 | |
| Cajeros Planta | Ventas | 6 | 206.80 | 30.00 | 236.80 | 16.00 | 252.80 | 1,516.80 | 18,201.60 | 0.00 | 18,201.60 | |
| Cajeros x Horas | Ventas | 2 | 206.80 | 30.00 | 236.80 | 16.00 | 252.80 | 505.60 | 6,067.20 | 0.00 | 6,067.20 | |
| Bodegueros | Ventas | 2 | 206.80 | 30.00 | 236.80 | 16.00 | 252.80 | 505.60 | 6,067.20 | 0.00 | 6,067.20 | |
| Mensajero | Administrativo | 1 | 162.80 | 30.00 | 192.80 | 16.00 | 208.80 | 208.80 | 2,505.60 | 2,505.60 | 0.00 | |
| Perchadores Planta | Ventas | 4 | 162.80 | 30.00 | 192.80 | 16.00 | 208.80 | 835.20 | 10,022.40 | 0.00 | 10,022.40 | |
| Perchadores x Horas | Ventas | 2 | 162.80 | 30.00 | 192.80 | 16.00 | 208.80 | 417.60 | 5,011.20 | 0.00 | 5,011.20 | |
| | | 22 | | | | | TOTALES : | | | 67,099.20 | 21,729.60 | 45,369.60 |

Ambato

ROL DE PAGOS

| Nombre del Cargo | Centro de Costo | Número Personas | Salario Unificado | Bonificación Adicional | Alcance | Comp. Salarial P.I. | Ingresos | | | MANO DE OBRA ANUAL | | |
|------------------------------|-----------------|-----------------|-------------------|------------------------|---------|---------------------|------------------|----------|-----------|--------------------|------------------|------------------|
| | | | | | | | Individual | Total | Anual | Administrativo | Ventas | |
| Jefe de Supermercado | Administrativo | 1 | 338.80 | 50.00 | 388.80 | 16.00 | 404.80 | 404.80 | 4,857.60 | 4,857.60 | 0.00 | |
| Asistente contable | Administrativo | 1 | 294.80 | 40.00 | 334.80 | 16.00 | 350.80 | 350.80 | 4,209.60 | 4,209.60 | 0.00 | |
| Secretaria Auxiliar Contable | Administrativo | 1 | 250.80 | 30.00 | 280.80 | 16.00 | 296.80 | 296.80 | 3,561.60 | 3,561.60 | 0.00 | |
| Auxiliar Contable | Administrativo | 1 | 250.80 | 30.00 | 280.80 | 16.00 | 296.80 | 296.80 | 3,561.60 | 3,561.60 | 0.00 | |
| Conductores | Administrativo | 1 | 206.80 | 30.00 | 236.80 | 16.00 | 252.80 | 252.80 | 3,033.60 | 3,033.60 | 0.00 | |
| Cajeros Planta | Ventas | 8 | 206.80 | 30.00 | 236.80 | 16.00 | 252.80 | 2,022.40 | 24,268.80 | 0.00 | 24,268.80 | |
| Cajeros x Horas | Ventas | 2 | 206.80 | 30.00 | 236.80 | 16.00 | 252.80 | 505.60 | 6,067.20 | 0.00 | 6,067.20 | |
| Bodegueros | Ventas | 2 | 206.80 | 30.00 | 236.80 | 16.00 | 252.80 | 505.60 | 6,067.20 | 0.00 | 6,067.20 | |
| Mensajero | Administrativo | 1 | 162.80 | 30.00 | 192.80 | 16.00 | 208.80 | 208.80 | 2,505.60 | 2,505.60 | 0.00 | |
| Perchadores Planta | Ventas | 6 | 162.80 | 30.00 | 192.80 | 16.00 | 208.80 | 1,252.80 | 15,033.60 | 0.00 | 15,033.60 | |
| Perchadores x Horas | Ventas | 2 | 162.80 | 30.00 | 192.80 | 16.00 | 208.80 | 417.60 | 5,011.20 | 0.00 | 5,011.20 | |
| | | | | | | | TOTALES : | | | 78,177.60 | 21,729.60 | 56,448.00 |

26

Centro de Acopio

ROL DE PAGOS

| Nombre del Cargo | Centro de Costo | Número Personas | Salario Unificado | Bonificación Adicional | Alcance | Comp. Salarial P.I. | Ingresos | | | MANO DE OBRA ANUAL | | |
|------------------------------|-----------------|-----------------|-------------------|------------------------|---------|---------------------|------------------|--------|----------|--------------------|------------------|-----------------|
| | | | | | | | Individual | Total | Anual | Administrativo | Ventas | |
| Jefe de Centro de Acopio | Administrativo | 1 | 338.80 | 50.00 | 388.80 | 16.00 | 404.80 | 404.80 | 4,857.60 | 4,857.60 | 0.00 | |
| Representante de compras | Administrativo | 2 | 294.80 | 40.00 | 334.80 | 16.00 | 350.80 | 701.60 | 8,419.20 | 8,419.20 | 0.00 | |
| Asistente contable | Administrativo | 1 | 294.80 | 40.00 | 334.80 | 16.00 | 350.80 | 350.80 | 4,209.60 | 4,209.60 | 0.00 | |
| Secretaria Auxiliar Contable | Administrativo | 1 | 250.80 | 30.00 | 280.80 | 16.00 | 296.80 | 296.80 | 3,561.60 | 3,561.60 | 0.00 | |
| Auxiliar Contable | Administrativo | 1 | 250.80 | 30.00 | 280.80 | 16.00 | 296.80 | 296.80 | 3,561.60 | 3,561.60 | 0.00 | |
| Conductores | Administrativo | 1 | 206.80 | 30.00 | 236.80 | 16.00 | 252.80 | 252.80 | 3,033.60 | 3,033.60 | 0.00 | |
| Bodegueros | Ventas | 2 | 206.80 | 30.00 | 236.80 | 16.00 | 252.80 | 505.60 | 6,067.20 | 0.00 | 6,067.20 | |
| Mensajero | Administrativo | 1 | 162.80 | 30.00 | 192.80 | 16.00 | 208.80 | 208.80 | 2,505.60 | 2,505.60 | 0.00 | |
| | | | | | | | TOTALES : | | | 36,216.00 | 30,148.80 | 6,067.20 |

10

Administrativos

ROL DE PAGOS

| Nombre del Cargo | Centro de Costo | Número Personas | Salario Unificado | Bonificacion Adicional | Alcance | Comp. Salarial P.I. | Ingresos | | | MANO DE OBRA ANUAL | | |
|------------------------------|-----------------|-----------------|-------------------|------------------------|----------|---------------------|------------|----------|------------------|--------------------|------------------|-------------|
| | | | | | | | Individual | Total | Anual | Administrativo | Ventas | |
| Gerente | Administrativo | 1 | 1,421.82 | 100.00 | 1,521.82 | 8.00 | 1,529.82 | 1,529.82 | 18,357.79 | 18,357.79 | 0.00 | |
| Subgerente Administrativo | Administrativo | 1 | 480.22 | 100.00 | 580.22 | 8.00 | 588.22 | 588.22 | 7,058.59 | 7,058.59 | 0.00 | |
| Subgerente Financiero | Administrativo | 1 | 480.22 | 100.00 | 580.22 | 8.00 | 588.22 | 588.22 | 7,058.59 | 7,058.59 | 0.00 | |
| Subgerente Ventas | Administrativo | 1 | 480.22 | 100.00 | 580.22 | 8.00 | 588.22 | 588.22 | 7,058.59 | 7,058.59 | 0.00 | |
| Secretaria Auxiliar Contable | Administrativo | 1 | 268.36 | 30.00 | 298.36 | 8.00 | 306.36 | 306.36 | 3,676.27 | 3,676.27 | 0.00 | |
| Conductores | Administrativo | 1 | 221.28 | 30.00 | 251.28 | 8.00 | 259.28 | 259.28 | 3,111.31 | 3,111.31 | 0.00 | |
| | | | | | | | | | TOTALES : | 46,321.15 | 46,321.15 | 0.00 |

Latacunga

ROL DE PAGOS

| Nombre del Cargo | Centro de Costo | Número Personas | Salario Unificado | Bonificacion Adicional | Alcance | Comp. Salarial P.I. | Ingresos | | | MANO DE OBRA ANUAL | | |
|------------------------------|-----------------|-----------------|-------------------|------------------------|---------|---------------------|------------|----------|------------------|--------------------|------------------|------------------|
| | | | | | | | Individual | Total | Anual | Administrativo | Ventas | |
| Jefe de Supermercado | Administrativo | 1 | 362.52 | 50.00 | 412.52 | 8.00 | 420.52 | 420.52 | 5,046.19 | 5,046.19 | 0.00 | |
| Asistente contable | Administrativo | 1 | 315.44 | 40.00 | 355.44 | 8.00 | 363.44 | 363.44 | 4,361.23 | 4,361.23 | 0.00 | |
| Secretaria Auxiliar Contable | Administrativo | 1 | 268.36 | 30.00 | 298.36 | 8.00 | 306.36 | 306.36 | 3,676.27 | 3,676.27 | 0.00 | |
| Auxiliar Contable | Administrativo | 1 | 268.36 | 30.00 | 298.36 | 8.00 | 306.36 | 306.36 | 3,676.27 | 3,676.27 | 0.00 | |
| Conductores | Administrativo | 1 | 221.28 | 30.00 | 251.28 | 8.00 | 259.28 | 259.28 | 3,111.31 | 3,111.31 | 0.00 | |
| Cajeros Planta | Ventas | 6 | 221.28 | 30.00 | 251.28 | 8.00 | 259.28 | 1,555.66 | 18,667.87 | 0.00 | 18,667.87 | |
| Cajeros x Horas | Ventas | 2 | 221.28 | 30.00 | 251.28 | 8.00 | 259.28 | 518.55 | 6,222.62 | 0.00 | 6,222.62 | |
| Bodegueros | Ventas | 2 | 221.28 | 30.00 | 251.28 | 8.00 | 259.28 | 518.55 | 6,222.62 | 0.00 | 6,222.62 | |
| Mensajero | Administrativo | 1 | 174.20 | 30.00 | 204.20 | 8.00 | 212.20 | 212.20 | 2,546.35 | 2,546.35 | 0.00 | |
| Perchadores Planta | Ventas | 4 | 174.20 | 30.00 | 204.20 | 8.00 | 212.20 | 848.78 | 10,185.41 | 0.00 | 10,185.41 | |
| Perchadores x Horas | Ventas | 2 | 174.20 | 30.00 | 204.20 | 8.00 | 212.20 | 424.39 | 5,092.70 | 0.00 | 5,092.70 | |
| | | | | | | | | | TOTALES : | 68,808.86 | 22,417.63 | 46,391.23 |

**Ambato****ROL DE PAGOS**

| Nombre del Cargo | Centro de Costo | Número Personas | Salario Unificado | Bonificación Adicional | Alcance | Comp. Salarial P.I. | Ingresos | | | MANO DE OBRA ANUAL | | |
|------------------------------|-----------------|-----------------|-------------------|------------------------|---------|---------------------|------------------|----------|-----------|--------------------|------------------|------------------|
| | | | | | | | Individual | Total | Anual | Administrativo | Ventas | |
| Jefe de Supermercado | Administrativo | 1 | 362.52 | 50.00 | 412.52 | 8.00 | 420.52 | 420.52 | 5,046.19 | 5,046.19 | 0.00 | |
| Asistente contable | Administrativo | 1 | 315.44 | 40.00 | 355.44 | 8.00 | 363.44 | 363.44 | 4,361.23 | 4,361.23 | 0.00 | |
| Secretaria Auxiliar Contable | Administrativo | 1 | 268.36 | 30.00 | 298.36 | 8.00 | 306.36 | 306.36 | 3,676.27 | 3,676.27 | 0.00 | |
| Auxiliar Contable | Administrativo | 1 | 268.36 | 30.00 | 298.36 | 8.00 | 306.36 | 306.36 | 3,676.27 | 3,676.27 | 0.00 | |
| Conductores | Administrativo | 1 | 221.28 | 30.00 | 251.28 | 8.00 | 259.28 | 259.28 | 3,111.31 | 3,111.31 | 0.00 | |
| Cajeros Planta | Ventas | 8 | 221.28 | 30.00 | 251.28 | 8.00 | 259.28 | 2,074.21 | 24,890.50 | 0.00 | 24,890.50 | |
| Cajeros x Horas | Ventas | 2 | 221.28 | 30.00 | 251.28 | 8.00 | 259.28 | 518.55 | 6,222.62 | 0.00 | 6,222.62 | |
| Bodegueros | Ventas | 2 | 221.28 | 30.00 | 251.28 | 8.00 | 259.28 | 518.55 | 6,222.62 | 0.00 | 6,222.62 | |
| Mensajero | Administrativo | 1 | 174.20 | 30.00 | 204.20 | 8.00 | 212.20 | 212.20 | 2,546.35 | 2,546.35 | 0.00 | |
| Perchadores Planta | Ventas | 6 | 174.20 | 30.00 | 204.20 | 8.00 | 212.20 | 1,273.18 | 15,278.11 | 0.00 | 15,278.11 | |
| Perchadores x Horas | Ventas | 2 | 174.20 | 30.00 | 204.20 | 8.00 | 212.20 | 424.39 | 5,092.70 | 0.00 | 5,092.70 | |
| | | | | | | | TOTALES : | | | 80,124.19 | 22,417.63 | 57,706.56 |

26

Centro de Acopio**ROL DE PAGOS**

| Nombre del Cargo | Centro de Costo | Número Personas | Salario Unificado | Bonificación Adicional | Alcance | Comp. Salarial P.I. | Ingresos | | | MANO DE OBRA ANUAL | | |
|------------------------------|-----------------|-----------------|-------------------|------------------------|---------|---------------------|------------------|--------|----------|--------------------|------------------|-----------------|
| | | | | | | | Individual | Total | Anual | Administrativo | Ventas | |
| Jefe de Centro de Acopio | Administrativo | 1 | 362.52 | 50.00 | 412.52 | 8.00 | 420.52 | 420.52 | 5,046.19 | 5,046.19 | 0.00 | |
| Representante de compras | Administrativo | 2 | 315.44 | 40.00 | 355.44 | 8.00 | 363.44 | 726.87 | 8,722.46 | 8,722.46 | 0.00 | |
| Asistente contable | Administrativo | 1 | 315.44 | 40.00 | 355.44 | 8.00 | 363.44 | 363.44 | 4,361.23 | 4,361.23 | 0.00 | |
| Secretaria Auxiliar Contable | Administrativo | 1 | 268.36 | 30.00 | 298.36 | 8.00 | 306.36 | 306.36 | 3,676.27 | 3,676.27 | 0.00 | |
| Auxiliar Contable | Administrativo | 1 | 268.36 | 30.00 | 298.36 | 8.00 | 306.36 | 306.36 | 3,676.27 | 3,676.27 | 0.00 | |
| Conductores | Administrativo | 1 | 221.28 | 30.00 | 251.28 | 8.00 | 259.28 | 259.28 | 3,111.31 | 3,111.31 | 0.00 | |
| Bodegueros | Ventas | 2 | 221.28 | 30.00 | 251.28 | 8.00 | 259.28 | 518.55 | 6,222.62 | 0.00 | 6,222.62 | |
| Mensajero | Administrativo | 1 | 174.20 | 30.00 | 204.20 | 8.00 | 212.20 | 212.20 | 2,546.35 | 2,546.35 | 0.00 | |
| | | | | | | | TOTALES : | | | 37,362.72 | 31,140.10 | 6,222.62 |

10

Administrativos

ROL DE PAGOS

| Nombre del Cargo | Centro de Costo | Número Personas | Salario Unificado | Bonificacion Adicional | Alcance | Comp. Salarial P.I. | Ingresos | | | MANO DE OBRA ANUAL | |
|------------------------------|-----------------|-----------------|-------------------|------------------------|----------|---------------------|------------|----------|------------------|--------------------|-------------|
| | | | | | | | Individual | Total | Anual | Administrativo | Ventas |
| Gerente | Administrativo | 1 | 1,511.27 | 100.00 | 1,611.27 | 0.00 | 1,611.27 | 1,611.27 | 19,335.22 | 19,335.22 | 0.00 |
| Subgerente Administrativo | Administrativo | 1 | 503.76 | 100.00 | 603.76 | 0.00 | 603.76 | 603.76 | 7,245.07 | 7,245.07 | 0.00 |
| Subgerente Financiero | Administrativo | 1 | 503.76 | 100.00 | 603.76 | 0.00 | 603.76 | 603.76 | 7,245.07 | 7,245.07 | 0.00 |
| Subgerente Ventas | Administrativo | 1 | 503.76 | 100.00 | 603.76 | 0.00 | 603.76 | 603.76 | 7,245.07 | 7,245.07 | 0.00 |
| Secretaria Auxiliar Contable | Administrativo | 1 | 277.07 | 30.00 | 307.07 | 0.00 | 307.07 | 307.07 | 3,684.79 | 3,684.79 | 0.00 |
| Conductores | Administrativo | 1 | 226.69 | 30.00 | 256.69 | 0.00 | 256.69 | 256.69 | 3,080.28 | 3,080.28 | 0.00 |
| TOTALES : | | | | | | | | | 47,835.50 | 47,835.50 | 0.00 |

Latacunga

ROL DE PAGOS

| Nombre del Cargo | Centro de Costo | Número Personas | Salario Unificado | Bonificacion Adicional | Alcance | Comp. Salarial P.I. | Ingresos | | | MANO DE OBRA ANUAL | |
|------------------------------|-----------------|-----------------|-------------------|------------------------|---------|---------------------|------------|----------|------------------|--------------------|------------------|
| | | | | | | | Individual | Total | Anual | Administrativo | Ventas |
| Jefe de Supermercado | Administrativo | 1 | 377.82 | 50.00 | 427.82 | 0.00 | 427.82 | 427.82 | 5,133.80 | 5,133.80 | 0.00 |
| Asistente contable | Administrativo | 1 | 327.44 | 40.00 | 367.44 | 0.00 | 367.44 | 367.44 | 4,409.30 | 4,409.30 | 0.00 |
| Secretaria Auxiliar Contable | Administrativo | 1 | 277.07 | 30.00 | 307.07 | 0.00 | 307.07 | 307.07 | 3,684.79 | 3,684.79 | 0.00 |
| Auxiliar Contable | Administrativo | 1 | 277.07 | 30.00 | 307.07 | 0.00 | 307.07 | 307.07 | 3,684.79 | 3,684.79 | 0.00 |
| Conductores | Administrativo | 1 | 226.69 | 30.00 | 256.69 | 0.00 | 256.69 | 256.69 | 3,080.28 | 3,080.28 | 0.00 |
| Cajeros Planta | Ventas | 8 | 226.69 | 30.00 | 256.69 | 0.00 | 256.69 | 2,053.52 | 24,642.26 | 0.00 | 24,642.26 |
| Cajeros x Horas | Ventas | 2 | 226.69 | 30.00 | 256.69 | 0.00 | 256.69 | 513.38 | 6,160.56 | 0.00 | 6,160.56 |
| Bodegueros | Ventas | 2 | 226.69 | 30.00 | 256.69 | 0.00 | 256.69 | 513.38 | 6,160.56 | 0.00 | 6,160.56 |
| Mensajero | Administrativo | 1 | 176.31 | 30.00 | 206.31 | 0.00 | 206.31 | 206.31 | 2,475.78 | 2,475.78 | 0.00 |
| Perchadores Planta | Ventas | 4 | 176.31 | 30.00 | 206.31 | 0.00 | 206.31 | 825.26 | 9,903.10 | 0.00 | 9,903.10 |
| Perchadores x Horas | Ventas | 2 | 176.31 | 30.00 | 206.31 | 0.00 | 206.31 | 412.63 | 4,951.55 | 0.00 | 4,951.55 |
| TOTALES : | | | | | | | | | 74,286.78 | 22,468.74 | 51,818.04 |

**Ambato****ROL DE PAGOS**

| Nombre del Cargo | Centro de Costo | Número Personas | Salario Unificado | Bonificación Adicional | Alcance | Comp. Salarial P.I. | Ingresos | | | MANO DE OBRA ANUAL | |
|------------------------------|-----------------|-----------------|-------------------|------------------------|---------|---------------------|------------|----------|------------------|--------------------|------------------|
| | | | | | | | Individual | Total | Anual | Administrativo | Ventas |
| Jefe de Supermercado | Administrativo | 1 | 377.82 | 50.00 | 427.82 | 0.00 | 427.82 | 427.82 | 5,133.80 | 5,133.80 | 0.00 |
| Asistente contable | Administrativo | 1 | 327.44 | 40.00 | 367.44 | 0.00 | 367.44 | 367.44 | 4,409.30 | 4,409.30 | 0.00 |
| Secretaria Auxiliar Contable | Administrativo | 1 | 277.07 | 30.00 | 307.07 | 0.00 | 307.07 | 307.07 | 3,684.79 | 3,684.79 | 0.00 |
| Auxiliar Contable | Administrativo | 1 | 277.07 | 30.00 | 307.07 | 0.00 | 307.07 | 307.07 | 3,684.79 | 3,684.79 | 0.00 |
| Conductores | Administrativo | 1 | 226.69 | 30.00 | 256.69 | 0.00 | 256.69 | 256.69 | 3,080.28 | 3,080.28 | 0.00 |
| Cajeros Planta | Ventas | 10 | 226.69 | 30.00 | 256.69 | 0.00 | 256.69 | 2,566.90 | 30,802.82 | 0.00 | 30,802.82 |
| Cajeros x Horas | Ventas | 2 | 226.69 | 30.00 | 256.69 | 0.00 | 256.69 | 513.38 | 6,160.56 | 0.00 | 6,160.56 |
| Bodegueros | Ventas | 2 | 226.69 | 30.00 | 256.69 | 0.00 | 256.69 | 513.38 | 6,160.56 | 0.00 | 6,160.56 |
| Mensajero | Administrativo | 1 | 176.31 | 30.00 | 206.31 | 0.00 | 206.31 | 206.31 | 2,475.78 | 2,475.78 | 0.00 |
| Perchadores Planta | Ventas | 6 | 176.31 | 30.00 | 206.31 | 0.00 | 206.31 | 1,237.89 | 14,854.65 | 0.00 | 14,854.65 |
| Perchadores x Horas | Ventas | 2 | 176.31 | 30.00 | 206.31 | 0.00 | 206.31 | 412.63 | 4,951.55 | 0.00 | 4,951.55 |
| TOTALES : | | | | | | | | | 85,398.89 | 22,468.74 | 62,930.16 |

Centro de Acopio**ROL DE PAGOS**

| Nombre del Cargo | Centro de Costo | Número Personas | Salario Unificado | Bonificación Adicional | Alcance | Comp. Salarial P.I. | Ingresos | | | MANO DE OBRA ANUAL | |
|------------------------------|-----------------|-----------------|-------------------|------------------------|---------|---------------------|------------|--------|------------------|--------------------|-----------------|
| | | | | | | | Individual | Total | Anual | Administrativo | Ventas |
| Jefe de Centro de Acopio | Administrativo | 1 | 377.82 | 50.00 | 427.82 | 0.00 | 427.82 | 427.82 | 5,133.80 | 5,133.80 | 0.00 |
| Representante de compras | Administrativo | 2 | 327.44 | 40.00 | 367.44 | 0.00 | 367.44 | 734.88 | 8,818.59 | 8,818.59 | 0.00 |
| Asistente contable | Administrativo | 1 | 327.44 | 40.00 | 367.44 | 0.00 | 367.44 | 367.44 | 4,409.30 | 4,409.30 | 0.00 |
| Secretaria Auxiliar Contable | Administrativo | 1 | 277.07 | 30.00 | 307.07 | 0.00 | 307.07 | 307.07 | 3,684.79 | 3,684.79 | 0.00 |
| Auxiliar Contable | Administrativo | 1 | 277.07 | 30.00 | 307.07 | 0.00 | 307.07 | 307.07 | 3,684.79 | 3,684.79 | 0.00 |
| Conductores | Administrativo | 1 | 226.69 | 30.00 | 256.69 | 0.00 | 256.69 | 256.69 | 3,080.28 | 3,080.28 | 0.00 |
| Bodegueros | Ventas | 2 | 226.69 | 30.00 | 256.69 | 0.00 | 256.69 | 513.38 | 6,160.56 | 0.00 | 6,160.56 |
| Mensajero | Administrativo | 1 | 176.31 | 30.00 | 206.31 | 0.00 | 206.31 | 206.31 | 2,475.78 | 2,475.78 | 0.00 |
| TOTALES : | | | | | | | | | 37,447.90 | 31,287.33 | 6,160.56 |

Administrativos

ROL DE PAGOS

| Nombre del Cargo | Centro de Costo | Número Personas | Salario Unificado | Bonificación Adicional | Alcance | Comp. Salarial P.I. | Ingresos | | | MANO DE OBRA ANUAL | |
|------------------------------|-----------------|-----------------|-------------------|------------------------|----------|---------------------|------------------|------------------|------------------|--------------------|--------|
| | | | | | | | Individual | Total | Anual | Administrativo | Ventas |
| Gerente | Administrativo | 1 | 1,617.06 | 100.00 | 1,717.06 | 0.00 | 1,717.06 | 1,717.06 | 20,604.68 | 20,604.68 | 0.00 |
| Subgerente Administrativo | Administrativo | 1 | 539.02 | 100.00 | 639.02 | 0.00 | 639.02 | 639.02 | 7,668.23 | 7,668.23 | 0.00 |
| Subgerente Financiero | Administrativo | 1 | 539.02 | 100.00 | 639.02 | 0.00 | 639.02 | 639.02 | 7,668.23 | 7,668.23 | 0.00 |
| Subgerente Ventas | Administrativo | 1 | 539.02 | 100.00 | 639.02 | 0.00 | 639.02 | 639.02 | 7,668.23 | 7,668.23 | 0.00 |
| Secretaria Auxiliar Contable | Administrativo | 1 | 296.46 | 30.00 | 326.46 | 0.00 | 326.46 | 326.46 | 3,917.52 | 3,917.52 | 0.00 |
| Conductores | Administrativo | 1 | 242.56 | 30.00 | 272.56 | 0.00 | 272.56 | 272.56 | 3,270.70 | 3,270.70 | 0.00 |
| | | | | | | | TOTALES : | 50,797.59 | 50,797.59 | 0.00 | |

Latacunga

ROL DE PAGOS

| Nombre del Cargo | Centro de Costo | Número Personas | Salario Unificado | Bonificación Adicional | Alcance | Comp. Salarial P.I. | Ingresos | | | MANO DE OBRA ANUAL | |
|------------------------------|-----------------|-----------------|-------------------|------------------------|---------|---------------------|------------------|------------------|------------------|--------------------|-----------|
| | | | | | | | Individual | Total | Anual | Administrativo | Ventas |
| Jefe de Supermercado | Administrativo | 1 | 404.26 | 50.00 | 454.26 | 0.00 | 454.26 | 454.26 | 5,451.17 | 5,451.17 | 0.00 |
| Asistente contable | Administrativo | 1 | 350.36 | 40.00 | 390.36 | 0.00 | 390.36 | 390.36 | 4,684.35 | 4,684.35 | 0.00 |
| Secretaria Auxiliar Contable | Administrativo | 1 | 296.46 | 30.00 | 326.46 | 0.00 | 326.46 | 326.46 | 3,917.52 | 3,917.52 | 0.00 |
| Auxiliar Contable | Administrativo | 1 | 296.46 | 30.00 | 326.46 | 0.00 | 326.46 | 326.46 | 3,917.52 | 3,917.52 | 0.00 |
| Conductores | Administrativo | 1 | 242.56 | 30.00 | 272.56 | 0.00 | 272.56 | 272.56 | 3,270.70 | 3,270.70 | 0.00 |
| Cajeros Planta | Ventas | 8 | 242.56 | 30.00 | 272.56 | 0.00 | 272.56 | 2,180.47 | 26,165.62 | 0.00 | 26,165.62 |
| Cajeros x Horas | Ventas | 2 | 242.56 | 30.00 | 272.56 | 0.00 | 272.56 | 545.12 | 6,541.40 | 0.00 | 6,541.40 |
| Bodegueros | Ventas | 2 | 242.56 | 30.00 | 272.56 | 0.00 | 272.56 | 545.12 | 6,541.40 | 0.00 | 6,541.40 |
| Mensajero | Administrativo | 1 | 188.66 | 30.00 | 218.66 | 0.00 | 218.66 | 218.66 | 2,623.88 | 2,623.88 | 0.00 |
| Perchadores Planta | Ventas | 4 | 188.66 | 30.00 | 218.66 | 0.00 | 218.66 | 874.63 | 10,495.52 | 0.00 | 10,495.52 |
| Perchadores x Horas | Ventas | 2 | 188.66 | 30.00 | 218.66 | 0.00 | 218.66 | 437.31 | 5,247.76 | 0.00 | 5,247.76 |
| | | | | | | | TOTALES : | 78,856.85 | 23,865.15 | 54,991.70 | |

**Ambato****ROL DE PAGOS**

| Nombre del Cargo | Centro de Costo | Número Personas | Salario Unificado | Bonificación Adicional | Alcance | Comp. Salarial P.I. | Ingresos | | | MANO DE OBRA ANUAL | |
|------------------------------|-----------------|-----------------|-------------------|------------------------|---------|---------------------|------------------|----------|------------------|--------------------|------------------|
| | | | | | | | Individual | Total | Anual | Administrativo | Ventas |
| Jefe de Supermercado | Administrativo | 1 | 404.26 | 50.00 | 454.26 | 0.00 | 454.26 | 454.26 | 5,451.17 | 5,451.17 | 0.00 |
| Asistente contable | Administrativo | 1 | 350.36 | 40.00 | 390.36 | 0.00 | 390.36 | 390.36 | 4,684.35 | 4,684.35 | 0.00 |
| Secretaria Auxiliar Contable | Administrativo | 1 | 296.46 | 30.00 | 326.46 | 0.00 | 326.46 | 326.46 | 3,917.52 | 3,917.52 | 0.00 |
| Auxiliar Contable | Administrativo | 1 | 296.46 | 30.00 | 326.46 | 0.00 | 326.46 | 326.46 | 3,917.52 | 3,917.52 | 0.00 |
| Conductores | Administrativo | 1 | 242.56 | 30.00 | 272.56 | 0.00 | 272.56 | 272.56 | 3,270.70 | 3,270.70 | 0.00 |
| Cajeros Planta | Ventas | 10 | 242.56 | 30.00 | 272.56 | 0.00 | 272.56 | 2,725.59 | 32,707.02 | 0.00 | 32,707.02 |
| Cajeros x Horas | Ventas | 2 | 242.56 | 30.00 | 272.56 | 0.00 | 272.56 | 545.12 | 6,541.40 | 0.00 | 6,541.40 |
| Bodegueros | Ventas | 2 | 242.56 | 30.00 | 272.56 | 0.00 | 272.56 | 545.12 | 6,541.40 | 0.00 | 6,541.40 |
| Mensajero | Administrativo | 1 | 188.66 | 30.00 | 218.66 | 0.00 | 218.66 | 218.66 | 2,623.88 | 2,623.88 | 0.00 |
| Perchadores Planta | Ventas | 6 | 188.66 | 30.00 | 218.66 | 0.00 | 218.66 | 1,311.94 | 15,743.28 | 0.00 | 15,743.28 |
| Perchadores x Horas | Ventas | 2 | 188.66 | 30.00 | 218.66 | 0.00 | 218.66 | 437.31 | 5,247.76 | 0.00 | 5,247.76 |
| | | | | | | | TOTALES : | | 90,646.02 | 23,865.15 | 66,780.87 |

Centro de Acopio**ROL DE PAGOS**

| Nombre del Cargo | Centro de Costo | Número Personas | Salario Unificado | Bonificación Adicional | Alcance | Comp. Salarial P.I. | Ingresos | | | MANO DE OBRA ANUAL | |
|------------------------------|-----------------|-----------------|-------------------|------------------------|---------|---------------------|------------------|--------|------------------|--------------------|-----------------|
| | | | | | | | Individual | Total | Anual | Administrativo | Ventas |
| Jefe de Centro de Acopio | Administrativo | 1 | 404.26 | 50.00 | 454.26 | 0.00 | 454.26 | 454.26 | 5,451.17 | 5,451.17 | 0.00 |
| Representante de compras | Administrativo | 2 | 350.36 | 40.00 | 390.36 | 0.00 | 390.36 | 780.72 | 9,368.70 | 9,368.70 | 0.00 |
| Asistente contable | Administrativo | 1 | 350.36 | 40.00 | 390.36 | 0.00 | 390.36 | 390.36 | 4,684.35 | 4,684.35 | 0.00 |
| Secretaria Auxiliar Contable | Administrativo | 1 | 296.46 | 30.00 | 326.46 | 0.00 | 326.46 | 326.46 | 3,917.52 | 3,917.52 | 0.00 |
| Auxiliar Contable | Administrativo | 1 | 296.46 | 30.00 | 326.46 | 0.00 | 326.46 | 326.46 | 3,917.52 | 3,917.52 | 0.00 |
| Conductores | Administrativo | 1 | 242.56 | 30.00 | 272.56 | 0.00 | 272.56 | 272.56 | 3,270.70 | 3,270.70 | 0.00 |
| Bodegueros | Ventas | 2 | 242.56 | 30.00 | 272.56 | 0.00 | 272.56 | 545.12 | 6,541.40 | 0.00 | 6,541.40 |
| Mensajero | Administrativo | 1 | 188.66 | 30.00 | 218.66 | 0.00 | 218.66 | 218.66 | 2,623.88 | 2,623.88 | 0.00 |
| | | | | | | | TOTALES : | | 39,775.25 | 33,233.84 | 6,541.40 |

Administrativos

ROL DE PAGOS

| Nombre del Cargo | Centro de Costo | Número Personas | Salario Unificado | Bonificación Adicional | Alcance | Comp. Salarial P.I. | Ingresos | | | MANO DE OBRA ANUAL | |
|------------------------------|-----------------|-----------------|-------------------|------------------------|----------|---------------------|------------|----------|------------------|--------------------|-------------|
| | | | | | | | Individual | Total | Anual | Administrativo | Ventas |
| Gerente | Administrativo | 1 | 1,730.25 | 100.00 | 1,830.25 | 0.00 | 1,830.25 | 1,830.25 | 21,963.01 | 21,963.01 | 0.00 |
| Subgerente Administrativo | Administrativo | 1 | 576.75 | 100.00 | 676.75 | 0.00 | 676.75 | 676.75 | 8,121.00 | 8,121.00 | 0.00 |
| Subgerente Financiero | Administrativo | 1 | 576.75 | 100.00 | 676.75 | 0.00 | 676.75 | 676.75 | 8,121.00 | 8,121.00 | 0.00 |
| Subgerente Ventas | Administrativo | 1 | 576.75 | 100.00 | 676.75 | 0.00 | 676.75 | 676.75 | 8,121.00 | 8,121.00 | 0.00 |
| Secretaria Auxiliar Contable | Administrativo | 1 | 317.21 | 30.00 | 347.21 | 0.00 | 347.21 | 347.21 | 4,166.55 | 4,166.55 | 0.00 |
| Conductores | Administrativo | 1 | 259.54 | 30.00 | 289.54 | 0.00 | 289.54 | 289.54 | 3,474.45 | 3,474.45 | 0.00 |
| TOTALES : | | | | | | | | | 53,967.02 | 53,967.02 | 0.00 |

Latacunga

ROL DE PAGOS

| Nombre del Cargo | Centro de Costo | Número Personas | Salario Unificado | Bonificación Adicional | Alcance | Comp. Salarial P.I. | Ingresos | | | MANO DE OBRA ANUAL | |
|------------------------------|-----------------|-----------------|-------------------|------------------------|---------|---------------------|------------|----------|------------------|--------------------|------------------|
| | | | | | | | Individual | Total | Anual | Administrativo | Ventas |
| Jefe de Supermercado | Administrativo | 1 | 432.56 | 50.00 | 482.56 | 0.00 | 482.56 | 482.56 | 5,790.75 | 5,790.75 | 0.00 |
| Asistente contable | Administrativo | 1 | 374.89 | 40.00 | 414.89 | 0.00 | 414.89 | 414.89 | 4,978.65 | 4,978.65 | 0.00 |
| Secretaria Auxiliar Contable | Administrativo | 1 | 317.21 | 30.00 | 347.21 | 0.00 | 347.21 | 347.21 | 4,166.55 | 4,166.55 | 0.00 |
| Auxiliar Contable | Administrativo | 1 | 317.21 | 30.00 | 347.21 | 0.00 | 347.21 | 347.21 | 4,166.55 | 4,166.55 | 0.00 |
| Conductores | Administrativo | 1 | 259.54 | 30.00 | 289.54 | 0.00 | 289.54 | 289.54 | 3,474.45 | 3,474.45 | 0.00 |
| Cajeros Planta | Ventas | 8 | 259.54 | 30.00 | 289.54 | 0.00 | 289.54 | 2,316.30 | 27,795.61 | 0.00 | 27,795.61 |
| Cajeros x Horas | Ventas | 2 | 259.54 | 30.00 | 289.54 | 0.00 | 289.54 | 579.08 | 6,948.90 | 0.00 | 6,948.90 |
| Bodegueros | Ventas | 2 | 259.54 | 30.00 | 289.54 | 0.00 | 289.54 | 579.08 | 6,948.90 | 0.00 | 6,948.90 |
| Mensajero | Administrativo | 1 | 201.86 | 30.00 | 231.86 | 0.00 | 231.86 | 231.86 | 2,782.35 | 2,782.35 | 0.00 |
| Perchadores Planta | Ventas | 4 | 201.86 | 30.00 | 231.86 | 0.00 | 231.86 | 927.45 | 11,129.40 | 0.00 | 11,129.40 |
| Perchadores x Horas | Ventas | 2 | 201.86 | 30.00 | 231.86 | 0.00 | 231.86 | 463.73 | 5,564.70 | 0.00 | 5,564.70 |
| TOTALES : | | | | | | | | | 83,746.83 | 25,359.31 | 58,387.52 |

**Ambato****ROL DE PAGOS**

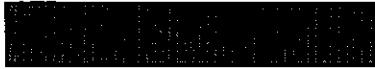
| Nombre del Cargo | Centro de Costo | Número Personas | Salario Unificado | Bonificación Adicional | Alcance | Comp. Salarial P.I. | Ingresos | | | MANO DE OBRA ANUAL | |
|------------------------------|-----------------|-----------------|-------------------|------------------------|---------|---------------------|------------|----------|------------------|--------------------|------------------|
| | | | | | | | Individual | Total | Anual | Administrativo | Ventas |
| Jefe de Supermercado | Administrativo | 1 | 432.56 | 50.00 | 482.56 | 0.00 | 482.56 | 482.56 | 5,790.75 | 5,790.75 | 0.00 |
| Asistente contable | Administrativo | 1 | 374.89 | 40.00 | 414.89 | 0.00 | 414.89 | 414.89 | 4,978.65 | 4,978.65 | 0.00 |
| Secretaria Auxiliar Contable | Administrativo | 1 | 317.21 | 30.00 | 347.21 | 0.00 | 347.21 | 347.21 | 4,166.55 | 4,166.55 | 0.00 |
| Auxiliar Contable | Administrativo | 1 | 317.21 | 30.00 | 347.21 | 0.00 | 347.21 | 347.21 | 4,166.55 | 4,166.55 | 0.00 |
| Conductores | Administrativo | 1 | 259.54 | 30.00 | 289.54 | 0.00 | 289.54 | 289.54 | 3,474.45 | 3,474.45 | 0.00 |
| Cajeros Planta | Ventas | 10 | 259.54 | 30.00 | 289.54 | 0.00 | 289.54 | 2,895.38 | 34,744.51 | 0.00 | 34,744.51 |
| Cajeros x Horas | Ventas | 2 | 259.54 | 30.00 | 289.54 | 0.00 | 289.54 | 579.08 | 6,948.90 | 0.00 | 6,948.90 |
| Bodegueros | Ventas | 2 | 259.54 | 30.00 | 289.54 | 0.00 | 289.54 | 579.08 | 6,948.90 | 0.00 | 6,948.90 |
| Mensajero | Administrativo | 1 | 201.86 | 30.00 | 231.86 | 0.00 | 231.86 | 231.86 | 2,782.35 | 2,782.35 | 0.00 |
| Perchadores Planta | Ventas | 6 | 201.86 | 30.00 | 231.86 | 0.00 | 231.86 | 1,391.18 | 16,694.11 | 0.00 | 16,694.11 |
| Perchadores x Horas | Ventas | 2 | 201.86 | 30.00 | 231.86 | 0.00 | 231.86 | 463.73 | 5,564.70 | 0.00 | 5,564.70 |
| TOTALES : | | | | | | | | | 96,260.44 | 25,359.31 | 70,901.13 |

Centro de Acopio**ROL DE PAGOS**

| Nombre del Cargo | Centro de Costo | Número Personas | Salario Unificado | Bonificación Adicional | Alcance | Comp. Salarial P.I. | Ingresos | | | MANO DE OBRA ANUAL | |
|------------------------------|-----------------|-----------------|-------------------|------------------------|---------|---------------------|------------|--------|------------------|--------------------|-----------------|
| | | | | | | | Individual | Total | Anual | Administrativo | Ventas |
| Jefe de Centro de Acopio | Administrativo | 1 | 432.56 | 50.00 | 482.56 | 0.00 | 482.56 | 482.56 | 5,790.75 | 5,790.75 | 0.00 |
| Representante de compras | Administrativo | 2 | 374.89 | 40.00 | 414.89 | 0.00 | 414.89 | 829.78 | 9,957.30 | 9,957.30 | 0.00 |
| Asistente contable | Administrativo | 1 | 374.89 | 40.00 | 414.89 | 0.00 | 414.89 | 414.89 | 4,978.65 | 4,978.65 | 0.00 |
| Secretaria Auxiliar Contable | Administrativo | 1 | 317.21 | 30.00 | 347.21 | 0.00 | 347.21 | 347.21 | 4,166.55 | 4,166.55 | 0.00 |
| Auxiliar Contable | Administrativo | 1 | 317.21 | 30.00 | 347.21 | 0.00 | 347.21 | 347.21 | 4,166.55 | 4,166.55 | 0.00 |
| Conductores | Administrativo | 1 | 259.54 | 30.00 | 289.54 | 0.00 | 289.54 | 289.54 | 3,474.45 | 3,474.45 | 0.00 |
| Bodegueros | Ventas | 2 | 259.54 | 30.00 | 289.54 | 0.00 | 289.54 | 579.08 | 6,948.90 | 0.00 | 6,948.90 |
| Mensajero | Administrativo | 1 | 201.86 | 30.00 | 231.86 | 0.00 | 231.86 | 231.86 | 2,782.35 | 2,782.35 | 0.00 |
| TOTALES : | | | | | | | | | 42,265.52 | 35,316.61 | 6,948.90 |

Anexo 11

Proyección de Beneficios Sociales



| BENEFICIOS SOCIALES ANUALES | | | | | | | | | |
|------------------------------|--------|--------|------|------------------|--------------------|---------------|------------------|---------------------|-------------|
| Nombre del Cargo | less | XIII | XIV | Fondo de Reserva | Individual Mensual | Total Mensual | Total Anual | PROVISIONES ANUALES | |
| | | | | | | | | Administrativo | Ventas |
| Gerente | 157.95 | 108.33 | 0.67 | 108.33 | 375.28 | 375.28 | 4,503.40 | 4,503.40 | 0.00 |
| Subgerente Administrativo | 60.75 | 41.67 | 0.67 | 41.67 | 144.75 | 144.75 | 1,737.00 | 1,737.00 | 0.00 |
| Subgerente Financiero | 60.75 | 41.67 | 0.67 | 41.67 | 144.75 | 144.75 | 1,737.00 | 1,737.00 | 0.00 |
| Subgerente Ventas | 60.75 | 41.67 | 0.67 | 41.67 | 144.75 | 144.75 | 1,737.00 | 1,737.00 | 0.00 |
| Secretaria Auxiliar Contable | 30.38 | 20.83 | 0.67 | 20.83 | 72.71 | 72.71 | 872.50 | 872.50 | 0.00 |
| Conductores | 25.52 | 17.50 | 0.67 | 17.50 | 61.18 | 61.18 | 734.18 | 734.18 | 0.00 |
| TOTALES : | | | | | | | 11,321.08 | 11,321.08 | 0.00 |

| BENEFICIOS SOCIALES ANUALES | | | | | | | | | |
|------------------------------|-------|-------|------|------------------|--------------------|---------------|------------------|---------------------|------------------|
| Nombre del Cargo | less | XIII | XIV | Fondo de Reserva | Individual Mensual | Total Mensual | Total Anual | PROVISIONES ANUALES | |
| | | | | | | | | Administrativo | Ventas |
| Jefe de Supermercado | 42.53 | 29.17 | 0.67 | 29.17 | 101.53 | 101.53 | 1,218.30 | 1,218.30 | 0.00 |
| Asistente contable | 36.45 | 25.00 | 0.67 | 25.00 | 87.12 | 87.12 | 1,045.40 | 1,045.40 | 0.00 |
| Secretaria Auxiliar Contable | 30.38 | 20.83 | 0.67 | 20.83 | 72.71 | 72.71 | 872.50 | 872.50 | 0.00 |
| Auxiliar Contable | 30.38 | 20.83 | 0.67 | 20.83 | 72.71 | 72.71 | 872.50 | 872.50 | 0.00 |
| Conductores | 25.52 | 17.50 | 0.67 | 17.50 | 61.18 | 61.18 | 734.18 | 734.18 | 0.00 |
| Cajeros Planta | 25.52 | 17.50 | 0.67 | 17.50 | 61.18 | 367.09 | 4,405.08 | 0.00 | 4,405.08 |
| Cajeros x Horas | 25.52 | 17.50 | 0.67 | 17.50 | 61.18 | 122.36 | 1,468.36 | 0.00 | 1,468.36 |
| Bodegueros | 25.52 | 17.50 | 0.67 | 17.50 | 61.18 | 122.36 | 1,468.36 | 0.00 | 1,468.36 |
| Mensajero | 20.66 | 14.17 | 0.67 | 14.17 | 49.66 | 49.66 | 595.86 | 595.86 | 0.00 |
| Perchadores Planta | 20.66 | 14.17 | 0.67 | 14.17 | 49.66 | 198.62 | 2,383.44 | 0.00 | 2,383.44 |
| Perchadores x Horas | 20.66 | 14.17 | 0.67 | 14.17 | 49.66 | 99.31 | 1,191.72 | 0.00 | 1,191.72 |
| TOTALES : | | | | | | | 16,255.70 | 5,338.74 | 10,916.96 |



| BENEFICIOS SOCIALES ANUALES | | | | | | | | | |
|------------------------------|-------|-------|------|------------------|--------------------|---------------|------------------|---------------------|------------------|
| Nombre del Cargo | less | XIII | XIV | Fondo de Reserva | Individual Mensual | Total Mensual | Total Anual | PROVISIONES ANUALES | |
| | | | | | | | | Administrativo | Ventas |
| Jefe de Supermercado | 42.53 | 29.17 | 0.67 | 29.17 | 101.53 | 101.53 | 1,218.30 | 1,218.30 | 0.00 |
| Asistente contable | 36.45 | 25.00 | 0.67 | 25.00 | 87.12 | 87.12 | 1,045.40 | 1,045.40 | 0.00 |
| Secretaria Auxiliar Contable | 30.38 | 20.83 | 0.67 | 20.83 | 72.71 | 72.71 | 872.50 | 872.50 | 0.00 |
| Auxiliar Contable | 30.38 | 20.83 | 0.67 | 20.83 | 72.71 | 72.71 | 872.50 | 872.50 | 0.00 |
| Conductores | 25.52 | 17.50 | 0.67 | 17.50 | 61.18 | 61.18 | 734.18 | 734.18 | 0.00 |
| Cajeros Planta | 25.52 | 17.50 | 0.67 | 17.50 | 61.18 | 489.45 | 5,873.44 | 0.00 | 5,873.44 |
| Cajeros x Horas | 25.52 | 17.50 | 0.67 | 17.50 | 61.18 | 122.36 | 1,468.36 | 0.00 | 1,468.36 |
| Bodegueros | 25.52 | 17.50 | 0.67 | 17.50 | 61.18 | 122.36 | 1,468.36 | 0.00 | 1,468.36 |
| Mensajero | 20.66 | 14.17 | 0.67 | 14.17 | 49.66 | 49.66 | 595.86 | 595.86 | 0.00 |
| Perchadores Planta | 20.66 | 14.17 | 0.67 | 14.17 | 49.66 | 297.93 | 3,575.16 | 0.00 | 3,575.16 |
| Perchadores x Horas | 20.66 | 14.17 | 0.67 | 14.17 | 49.66 | 99.31 | 1,191.72 | 0.00 | 1,191.72 |
| TOTALES : | | | | | | | 18,915.78 | 5,338.74 | 13,577.04 |

| BENEFICIOS SOCIALES ANUALES | | | | | | | | | |
|------------------------------|-------|-------|------|------------------|--------------------|---------------|-----------------|---------------------|-----------------|
| Nombre del Cargo | less | XIII | XIV | Fondo de Reserva | Individual Mensual | Total Mensual | Total Anual | PROVISIONES ANUALES | |
| | | | | | | | | Administrativo | Ventas |
| Jefe de Centro de Acopio | 42.53 | 29.17 | 0.67 | 29.17 | 101.53 | 101.53 | 1,218.30 | 1,218.30 | 0.00 |
| Representante de compras | 36.45 | 25.00 | 0.67 | 25.00 | 87.12 | 174.23 | 2,090.80 | 2,090.80 | 0.00 |
| Asistente contable | 36.45 | 25.00 | 0.67 | 25.00 | 87.12 | 87.12 | 1,045.40 | 1,045.40 | 0.00 |
| Secretaria Auxiliar Contable | 30.38 | 20.83 | 0.67 | 20.83 | 72.71 | 72.71 | 872.50 | 872.50 | 0.00 |
| Auxiliar Contable | 30.38 | 20.83 | 0.67 | 20.83 | 72.71 | 72.71 | 872.50 | 872.50 | 0.00 |
| Conductores | 25.52 | 17.50 | 0.67 | 17.50 | 61.18 | 61.18 | 734.18 | 734.18 | 0.00 |
| Bodegueros | 25.52 | 17.50 | 0.67 | 17.50 | 61.18 | 122.36 | 1,468.36 | 0.00 | 1,468.36 |
| Mensajero | 20.66 | 14.17 | 0.67 | 14.17 | 49.66 | 49.66 | 595.86 | 595.86 | 0.00 |
| TOTALES : | | | | | | | 8,897.90 | 7,429.54 | 1,468.36 |



| BENEFICIOS SOCIALES ANUALES | | | | | | | | | |
|------------------------------|--------|--------|------|------------------|--------------------|---------------|-------------|---------------------|--------|
| Nombre del Cargo | less | XIII | XIV | Fondo de Reserva | Individual Mensual | Total Mensual | Total Anual | PROVISIONES ANUALES | |
| | | | | | | | | Administrativo | Ventas |
| Gerente | 173.60 | 119.07 | 0.67 | 119.07 | 412.40 | 412.40 | 4,948.79 | 4,948.79 | 0.00 |
| Subgerente Administrativo | 66.68 | 45.73 | 0.67 | 45.73 | 158.81 | 158.81 | 1,905.75 | 1,905.75 | 0.00 |
| Subgerente Financiero | 66.68 | 45.73 | 0.67 | 45.73 | 158.81 | 158.81 | 1,905.75 | 1,905.75 | 0.00 |
| Subgerente Ventas | 66.68 | 45.73 | 0.67 | 45.73 | 158.81 | 158.81 | 1,905.75 | 1,905.75 | 0.00 |
| Secretaria Auxiliar Contable | 34.12 | 23.40 | 0.67 | 23.40 | 81.58 | 81.58 | 979.01 | 979.01 | 0.00 |
| Conductores | 28.77 | 19.73 | 0.67 | 19.73 | 68.90 | 68.90 | 826.85 | 826.85 | 0.00 |
| TOTALES : | | | | | | | 12,471.90 | 12,471.90 | 0.00 |

| BENEFICIOS SOCIALES ANUALES | | | | | | | | | |
|------------------------------|-------|-------|------|------------------|--------------------|---------------|-------------|---------------------|-----------|
| Nombre del Cargo | less | XIII | XIV | Fondo de Reserva | Individual Mensual | Total Mensual | Total Anual | PROVISIONES ANUALES | |
| | | | | | | | | Administrativo | Ventas |
| Jefe de Supermercado | 47.24 | 32.40 | 0.67 | 32.40 | 112.71 | 112.71 | 1,352.47 | 1,352.47 | 0.00 |
| Asistente contable | 40.68 | 27.90 | 0.67 | 27.90 | 97.14 | 97.14 | 1,165.74 | 1,165.74 | 0.00 |
| Secretaria Auxiliar Contable | 34.12 | 23.40 | 0.67 | 23.40 | 81.58 | 81.58 | 979.01 | 979.01 | 0.00 |
| Auxiliar Contable | 34.12 | 23.40 | 0.67 | 23.40 | 81.58 | 81.58 | 979.01 | 979.01 | 0.00 |
| Conductores | 28.77 | 19.73 | 0.67 | 19.73 | 68.90 | 68.90 | 826.85 | 826.85 | 0.00 |
| Cajeros Planta | 28.77 | 19.73 | 0.67 | 19.73 | 68.90 | 413.43 | 4,961.13 | 0.00 | 4,961.13 |
| Cajeros x Horas | 28.77 | 19.73 | 0.67 | 19.73 | 68.90 | 137.81 | 1,653.71 | 0.00 | 1,653.71 |
| Bodegueros | 28.77 | 19.73 | 0.67 | 19.73 | 68.90 | 137.81 | 1,653.71 | 0.00 | 1,653.71 |
| Mensajero | 23.43 | 16.07 | 0.67 | 16.07 | 56.23 | 56.23 | 674.70 | 674.70 | 0.00 |
| Perchadores Planta | 23.43 | 16.07 | 0.67 | 16.07 | 56.23 | 224.90 | 2,698.81 | 0.00 | 2,698.81 |
| Perchadores x Horas | 23.43 | 16.07 | 0.67 | 16.07 | 56.23 | 112.45 | 1,349.40 | 0.00 | 1,349.40 |
| TOTALES : | | | | | | | 18,294.54 | 5,977.78 | 12,316.76 |

BENEFICIOS SOCIALES ANUALES

| Nombre del Cargo | less | XIII | XIV | Fondo de Reserva | Individual Mensual | Total Mensual | Total Anual | PROVISIONES ANUALES | |
|------------------------------|-------|-------|------|------------------|--------------------|---------------|------------------|---------------------|------------------|
| | | | | | | | | Administrativo | Ventas |
| Jefe de Supermercado | 47.24 | 32.40 | 0.67 | 32.40 | 112.71 | 112.71 | 1,352.47 | 1,352.47 | 0.00 |
| Asistente contable | 40.68 | 27.90 | 0.67 | 27.90 | 97.14 | 97.14 | 1,165.74 | 1,165.74 | 0.00 |
| Secretaria Auxiliar Contable | 34.12 | 23.40 | 0.67 | 23.40 | 81.58 | 81.58 | 979.01 | 979.01 | 0.00 |
| Auxiliar Contable | 34.12 | 23.40 | 0.67 | 23.40 | 81.58 | 81.58 | 979.01 | 979.01 | 0.00 |
| Conductores | 28.77 | 19.73 | 0.67 | 19.73 | 68.90 | 68.90 | 826.85 | 826.85 | 0.00 |
| Cajeros Planta | 28.77 | 19.73 | 0.67 | 19.73 | 68.90 | 551.24 | 6,614.84 | 0.00 | 6,614.84 |
| Cajeros x Horas | 28.77 | 19.73 | 0.67 | 19.73 | 68.90 | 137.81 | 1,653.71 | 0.00 | 1,653.71 |
| Bodegueros | 28.77 | 19.73 | 0.67 | 19.73 | 68.90 | 137.81 | 1,653.71 | 0.00 | 1,653.71 |
| Mensajero | 23.43 | 16.07 | 0.67 | 16.07 | 56.23 | 56.23 | 674.70 | 674.70 | 0.00 |
| Perchadores Planta | 23.43 | 16.07 | 0.67 | 16.07 | 56.23 | 337.35 | 4,048.21 | 0.00 | 4,048.21 |
| Perchadores x Horas | 23.43 | 16.07 | 0.67 | 16.07 | 56.23 | 112.45 | 1,349.40 | 0.00 | 1,349.40 |
| TOTALES : | | | | | | | 21,297.65 | 5,977.78 | 15,319.87 |

BENEFICIOS SOCIALES ANUALES

| Nombre del Cargo | less | XIII | XIV | Fondo de Reserva | Individual Mensual | Total Mensual | Total Anual | PROVISIONES ANUALES | |
|------------------------------|-------|-------|------|------------------|--------------------|---------------|-----------------|---------------------|-----------------|
| | | | | | | | | Administrativo | Ventas |
| Jefe de Centro de Acopio | 47.24 | 32.40 | 0.67 | 32.40 | 112.71 | 112.71 | 1,352.47 | 1,352.47 | 0.00 |
| Representante de compras | 40.68 | 27.90 | 0.67 | 27.90 | 97.14 | 194.29 | 2,331.48 | 2,331.48 | 0.00 |
| Asistente contable | 40.68 | 27.90 | 0.67 | 27.90 | 97.14 | 97.14 | 1,165.74 | 1,165.74 | 0.00 |
| Secretaria Auxiliar Contable | 34.12 | 23.40 | 0.67 | 23.40 | 81.58 | 81.58 | 979.01 | 979.01 | 0.00 |
| Auxiliar Contable | 34.12 | 23.40 | 0.67 | 23.40 | 81.58 | 81.58 | 979.01 | 979.01 | 0.00 |
| Conductores | 28.77 | 19.73 | 0.67 | 19.73 | 68.90 | 68.90 | 826.85 | 826.85 | 0.00 |
| Bodegueros | 28.77 | 19.73 | 0.67 | 19.73 | 68.90 | 137.81 | 1,653.71 | 0.00 | 1,653.71 |
| Mensajero | 23.43 | 16.07 | 0.67 | 16.07 | 56.23 | 56.23 | 674.70 | 674.70 | 0.00 |
| TOTALES : | | | | | | | 9,962.96 | 8,309.26 | 1,653.71 |



| BENEFICIOS SOCIALES ANUALES | | | | | | | | | |
|------------------------------|--------|--------|------|------------------|--------------------|---------------|------------------|---------------------|-------------|
| Nombre del Cargo | less | XIII | XIV | Fondo de Reserva | Individual Mensual | Total Mensual | Total Anual | PROVISIONES ANUALES | |
| | | | | | | | | Administrativo | Ventas |
| Gerente | 184.90 | 126.82 | 0.67 | 126.82 | 439.20 | 439.20 | 5,270.44 | 5,270.44 | 0.00 |
| Subgerente Administrativo | 70.50 | 48.35 | 0.67 | 48.35 | 167.87 | 167.87 | 2,014.39 | 2,014.39 | 0.00 |
| Subgerente Financiero | 70.50 | 48.35 | 0.67 | 48.35 | 167.87 | 167.87 | 2,014.39 | 2,014.39 | 0.00 |
| Subgerente Ventas | 70.50 | 48.35 | 0.67 | 48.35 | 167.87 | 167.87 | 2,014.39 | 2,014.39 | 0.00 |
| Secretaria Auxiliar Contable | 36.25 | 24.86 | 0.67 | 24.86 | 86.64 | 86.64 | 1,039.72 | 1,039.72 | 0.00 |
| Conductores | 30.53 | 20.94 | 0.67 | 20.94 | 73.08 | 73.08 | 876.91 | 876.91 | 0.00 |
| TOTALES : | | | | | | | 13,230.23 | 13,230.23 | 0.00 |

| BENEFICIOS SOCIALES ANUALES | | | | | | | | | |
|------------------------------|-------|-------|------|------------------|--------------------|---------------|------------------|---------------------|------------------|
| Nombre del Cargo | less | XIII | XIV | Fondo de Reserva | Individual Mensual | Total Mensual | Total Anual | PROVISIONES ANUALES | |
| | | | | | | | | Administrativo | Ventas |
| Jefe de Supermercado | 50.12 | 34.38 | 0.67 | 34.38 | 119.54 | 119.54 | 1,434.48 | 1,434.48 | 0.00 |
| Asistente contable | 43.19 | 29.62 | 0.67 | 29.62 | 103.09 | 103.09 | 1,237.10 | 1,237.10 | 0.00 |
| Secretaria Auxiliar Contable | 36.25 | 24.86 | 0.67 | 24.86 | 86.64 | 86.64 | 1,039.72 | 1,039.72 | 0.00 |
| Auxiliar Contable | 36.25 | 24.86 | 0.67 | 24.86 | 86.64 | 86.64 | 1,039.72 | 1,039.72 | 0.00 |
| Conductores | 30.53 | 20.94 | 0.67 | 20.94 | 73.08 | 73.08 | 876.91 | 876.91 | 0.00 |
| Cajeros Planta | 30.53 | 20.94 | 0.67 | 20.94 | 73.08 | 438.46 | 5,261.47 | 0.00 | 5,261.47 |
| Cajeros x Horas | 30.53 | 20.94 | 0.67 | 20.94 | 73.08 | 146.15 | 1,753.82 | 0.00 | 1,753.82 |
| Bodegueros | 30.53 | 20.94 | 0.67 | 20.94 | 73.08 | 146.15 | 1,753.82 | 0.00 | 1,753.82 |
| Mensajero | 24.81 | 17.02 | 0.67 | 17.02 | 59.51 | 59.51 | 714.11 | 714.11 | 0.00 |
| Perchadores Planta | 24.81 | 17.02 | 0.67 | 17.02 | 59.51 | 238.04 | 2,856.44 | 0.00 | 2,856.44 |
| Perchadores x Horas | 24.81 | 17.02 | 0.67 | 17.02 | 59.51 | 119.02 | 1,428.22 | 0.00 | 1,428.22 |
| TOTALES : | | | | | | | 19,395.81 | 6,342.03 | 13,053.78 |



| BENEFICIOS SOCIALES ANUALES | | | | | | | | | |
|------------------------------|-------|-------|------|------------------|--------------------|---------------|------------------|---------------------|------------------|
| Nombre del Cargo | less | XIII | XIV | Fondo de Reserva | Individual Mensual | Total Mensual | Total Anual | PROVISIONES ANUALES | |
| | | | | | | | | Administrativo | Ventas |
| Jefe de Supermercado | 50.12 | 34.38 | 0.67 | 34.38 | 119.54 | 119.54 | 1,434.48 | 1,434.48 | 0.00 |
| Asistente contable | 43.19 | 29.62 | 0.67 | 29.62 | 103.09 | 103.09 | 1,237.10 | 1,237.10 | 0.00 |
| Secretaria Auxiliar Contable | 36.25 | 24.86 | 0.67 | 24.86 | 86.64 | 86.64 | 1,039.72 | 1,039.72 | 0.00 |
| Auxiliar Contable | 36.25 | 24.86 | 0.67 | 24.86 | 86.64 | 86.64 | 1,039.72 | 1,039.72 | 0.00 |
| Conductores | 30.53 | 20.94 | 0.67 | 20.94 | 73.08 | 73.08 | 876.91 | 876.91 | 0.00 |
| Cajeros Planta | 30.53 | 20.94 | 0.67 | 20.94 | 73.08 | 584.61 | 7,015.30 | 0.00 | 7,015.30 |
| Cajeros x Horas | 30.53 | 20.94 | 0.67 | 20.94 | 73.08 | 146.15 | 1,753.82 | 0.00 | 1,753.82 |
| Bodegueros | 30.53 | 20.94 | 0.67 | 20.94 | 73.08 | 146.15 | 1,753.82 | 0.00 | 1,753.82 |
| Mensajero | 24.81 | 17.02 | 0.67 | 17.02 | 59.51 | 59.51 | 714.11 | 714.11 | 0.00 |
| Perchadores Planta | 24.81 | 17.02 | 0.67 | 17.02 | 59.51 | 357.05 | 4,284.66 | 0.00 | 4,284.66 |
| Perchadores x Horas | 24.81 | 17.02 | 0.67 | 17.02 | 59.51 | 119.02 | 1,428.22 | 0.00 | 1,428.22 |
| TOTALES : | | | | | | | 22,577.86 | 6,342.03 | 16,235.83 |

| BENEFICIOS SOCIALES ANUALES | | | | | | | | | |
|------------------------------|-------|-------|------|------------------|--------------------|---------------|------------------|---------------------|-----------------|
| Nombre del Cargo | less | XIII | XIV | Fondo de Reserva | Individual Mensual | Total Mensual | Total Anual | PROVISIONES ANUALES | |
| | | | | | | | | Administrativo | Ventas |
| Jefe de Centro de Acopio | 50.12 | 34.38 | 0.67 | 34.38 | 119.54 | 119.54 | 1,434.48 | 1,434.48 | 0.00 |
| Representante de compras | 43.19 | 29.62 | 0.67 | 29.62 | 103.09 | 206.18 | 2,474.20 | 2,474.20 | 0.00 |
| Asistente contable | 43.19 | 29.62 | 0.67 | 29.62 | 103.09 | 103.09 | 1,237.10 | 1,237.10 | 0.00 |
| Secretaria Auxiliar Contable | 36.25 | 24.86 | 0.67 | 24.86 | 86.64 | 86.64 | 1,039.72 | 1,039.72 | 0.00 |
| Auxiliar Contable | 36.25 | 24.86 | 0.67 | 24.86 | 86.64 | 86.64 | 1,039.72 | 1,039.72 | 0.00 |
| Conductores | 30.53 | 20.94 | 0.67 | 20.94 | 73.08 | 73.08 | 876.91 | 876.91 | 0.00 |
| Bodegueros | 30.53 | 20.94 | 0.67 | 20.94 | 73.08 | 146.15 | 1,753.82 | 0.00 | 1,753.82 |
| Mensajero | 24.81 | 17.02 | 0.67 | 17.02 | 59.51 | 59.51 | 714.11 | 714.11 | 0.00 |
| TOTALES : | | | | | | | 10,570.05 | 8,816.23 | 1,753.82 |



| BENEFICIOS SOCIALES ANUALES | | | | | | | | | |
|------------------------------|--------|--------|------|------------------|--------------------|---------------|------------------|---------------------|-------------|
| Nombre del Cargo | less | XIII | XIV | Fondo de Reserva | Individual Mensual | Total Mensual | Total Anual | PROVISIONES ANUALES | |
| | | | | | | | | Administrativo | Ventas |
| Gerente | 195.77 | 134.27 | 0.67 | 134.27 | 464.98 | 464.98 | 5,579.76 | 5,579.76 | 0.00 |
| Subgerente Administrativo | 73.36 | 50.31 | 0.67 | 50.31 | 174.65 | 174.65 | 2,095.79 | 2,095.79 | 0.00 |
| Subgerente Financiero | 73.36 | 50.31 | 0.67 | 50.31 | 174.65 | 174.65 | 2,095.79 | 2,095.79 | 0.00 |
| Subgerente Ventas | 73.36 | 50.31 | 0.67 | 50.31 | 174.65 | 174.65 | 2,095.79 | 2,095.79 | 0.00 |
| Secretaria Auxiliar Contable | 37.31 | 25.59 | 0.67 | 25.59 | 89.15 | 89.15 | 1,069.83 | 1,069.83 | 0.00 |
| Conductores | 31.19 | 21.39 | 0.67 | 21.39 | 74.64 | 74.64 | 895.63 | 895.63 | 0.00 |
| TOTALES : | | | | | | | 13,832.60 | 13,832.60 | 0.00 |

| BENEFICIOS SOCIALES ANUALES | | | | | | | | | |
|------------------------------|-------|-------|------|------------------|--------------------|---------------|------------------|---------------------|------------------|
| Nombre del Cargo | less | XIII | XIV | Fondo de Reserva | Individual Mensual | Total Mensual | Total Anual | PROVISIONES ANUALES | |
| | | | | | | | | Administrativo | Ventas |
| Jefe de Supermercado | 51.98 | 35.65 | 0.67 | 35.65 | 123.95 | 123.95 | 1,487.39 | 1,487.39 | 0.00 |
| Asistente contable | 44.64 | 30.62 | 0.67 | 30.62 | 106.55 | 106.55 | 1,278.61 | 1,278.61 | 0.00 |
| Secretaria Auxiliar Contable | 37.31 | 25.59 | 0.67 | 25.59 | 89.15 | 89.15 | 1,069.83 | 1,069.83 | 0.00 |
| Auxiliar Contable | 37.31 | 25.59 | 0.67 | 25.59 | 89.15 | 89.15 | 1,069.83 | 1,069.83 | 0.00 |
| Conductores | 31.19 | 21.39 | 0.67 | 21.39 | 74.64 | 74.64 | 895.63 | 895.63 | 0.00 |
| Cajeros Planta | 31.19 | 21.39 | 0.67 | 21.39 | 74.64 | 597.09 | 7,165.08 | 0.00 | 7,165.08 |
| Cajeros x Horas | 31.19 | 21.39 | 0.67 | 21.39 | 74.64 | 149.27 | 1,791.27 | 0.00 | 1,791.27 |
| Bodegueros | 31.19 | 21.39 | 0.67 | 21.39 | 74.64 | 149.27 | 1,791.27 | 0.00 | 1,791.27 |
| Mensajero | 25.07 | 17.19 | 0.67 | 17.19 | 60.12 | 60.12 | 721.44 | 721.44 | 0.00 |
| Perchadores Planta | 25.07 | 17.19 | 0.67 | 17.19 | 60.12 | 240.48 | 2,885.74 | 0.00 | 2,885.74 |
| Perchadores x Horas | 25.07 | 17.19 | 0.67 | 17.19 | 60.12 | 120.24 | 1,442.87 | 0.00 | 1,442.87 |
| TOTALES : | | | | | | | 21,598.97 | 6,522.74 | 15,076.23 |



| BENEFICIOS SOCIALES ANUALES | | | | | | | | | |
|------------------------------|-------|-------|------|------------------|--------------------|---------------|------------------|---------------------|------------------|
| Nombre del Cargo | less | XIII | XIV | Fondo de Reserva | Individual Mensual | Total Mensual | Total Anual | PROVISIONES ANUALES | |
| | | | | | | | | Administrativo | Ventas |
| Jefe de Supermercado | 51.98 | 35.65 | 0.67 | 35.65 | 123.95 | 123.95 | 1,487.39 | 1,487.39 | 0.00 |
| Asistente contable | 44.64 | 30.62 | 0.67 | 30.62 | 106.55 | 106.55 | 1,278.61 | 1,278.61 | 0.00 |
| Secretaria Auxiliar Contable | 37.31 | 25.59 | 0.67 | 25.59 | 89.15 | 89.15 | 1,069.83 | 1,069.83 | 0.00 |
| Auxiliar Contable | 37.31 | 25.59 | 0.67 | 25.59 | 89.15 | 89.15 | 1,069.83 | 1,069.83 | 0.00 |
| Conductores | 31.19 | 21.39 | 0.67 | 21.39 | 74.64 | 74.64 | 895.63 | 895.63 | 0.00 |
| Cajeros Planta | 31.19 | 21.39 | 0.67 | 21.39 | 74.64 | 746.36 | 8,956.35 | 0.00 | 8,956.35 |
| Cajeros x Horas | 31.19 | 21.39 | 0.67 | 21.39 | 74.64 | 149.27 | 1,791.27 | 0.00 | 1,791.27 |
| Bodegueros | 31.19 | 21.39 | 0.67 | 21.39 | 74.64 | 149.27 | 1,791.27 | 0.00 | 1,791.27 |
| Mensajero | 25.07 | 17.19 | 0.67 | 17.19 | 60.12 | 60.12 | 721.44 | 721.44 | 0.00 |
| Perchadores Planta | 25.07 | 17.19 | 0.67 | 17.19 | 60.12 | 360.72 | 4,328.62 | 0.00 | 4,328.62 |
| Perchadores x Horas | 25.07 | 17.19 | 0.67 | 17.19 | 60.12 | 120.24 | 1,442.87 | 0.00 | 1,442.87 |
| TOTALES : | | | | | | | 24,833.11 | 6,522.74 | 18,310.37 |

| BENEFICIOS SOCIALES ANUALES | | | | | | | | | |
|------------------------------|-------|-------|------|------------------|--------------------|---------------|------------------|---------------------|-----------------|
| Nombre del Cargo | less | XIII | XIV | Fondo de Reserva | Individual Mensual | Total Mensual | Total Anual | PROVISIONES ANUALES | |
| | | | | | | | | Administrativo | Ventas |
| Jefe de Centro de Acopio | 51.98 | 35.65 | 0.67 | 35.65 | 123.95 | 123.95 | 1,487.39 | 1,487.39 | 0.00 |
| Representante de compras | 44.64 | 30.62 | 0.67 | 30.62 | 106.55 | 213.10 | 2,557.22 | 2,557.22 | 0.00 |
| Asistente contable | 44.64 | 30.62 | 0.67 | 30.62 | 106.55 | 106.55 | 1,278.61 | 1,278.61 | 0.00 |
| Secretaria Auxiliar Contable | 37.31 | 25.59 | 0.67 | 25.59 | 89.15 | 89.15 | 1,069.83 | 1,069.83 | 0.00 |
| Auxiliar Contable | 37.31 | 25.59 | 0.67 | 25.59 | 89.15 | 89.15 | 1,069.83 | 1,069.83 | 0.00 |
| Conductores | 31.19 | 21.39 | 0.67 | 21.39 | 74.64 | 74.64 | 895.63 | 895.63 | 0.00 |
| Bodegueros | 31.19 | 21.39 | 0.67 | 21.39 | 74.64 | 149.27 | 1,791.27 | 0.00 | 1,791.27 |
| Mensajero | 25.07 | 17.19 | 0.67 | 17.19 | 60.12 | 60.12 | 721.44 | 721.44 | 0.00 |
| TOTALES : | | | | | | | 10,871.24 | 9,079.97 | 1,791.27 |



| BENEFICIOS SOCIALES ANUALES | | | | | | | | | |
|------------------------------|--------|--------|------|------------------|--------------------|---------------|------------------|---------------------|-------------|
| Nombre del Cargo | less | XIII | XIV | Fondo de Reserva | Individual Mensual | Total Mensual | Total Anual | PROVISIONES ANUALES | |
| | | | | | | | | Administrativo | Ventas |
| Gerente | 208.62 | 143.09 | 0.67 | 143.09 | 495.47 | 495.47 | 5,945.58 | 5,945.58 | 0.00 |
| Subgerente Administrativo | 77.64 | 53.25 | 0.67 | 53.25 | 184.81 | 184.81 | 2,217.73 | 2,217.73 | 0.00 |
| Subgerente Financiero | 77.64 | 53.25 | 0.67 | 53.25 | 184.81 | 184.81 | 2,217.73 | 2,217.73 | 0.00 |
| Subgerente Ventas | 77.64 | 53.25 | 0.67 | 53.25 | 184.81 | 184.81 | 2,217.73 | 2,217.73 | 0.00 |
| Secretaria Auxiliar Contable | 39.66 | 27.21 | 0.67 | 27.21 | 94.74 | 94.74 | 1,136.90 | 1,136.90 | 0.00 |
| Conductores | 33.12 | 22.71 | 0.67 | 22.71 | 79.21 | 79.21 | 950.51 | 950.51 | 0.00 |
| TOTALES : | | | | | | | 14,686.17 | 14,686.17 | 0.00 |

| BENEFICIOS SOCIALES ANUALES | | | | | | | | | |
|------------------------------|-------|-------|------|------------------|--------------------|---------------|------------------|---------------------|------------------|
| Nombre del Cargo | less | XIII | XIV | Fondo de Reserva | Individual Mensual | Total Mensual | Total Anual | PROVISIONES ANUALES | |
| | | | | | | | | Administrativo | Ventas |
| Jefe de Supermercado | 55.19 | 37.86 | 0.67 | 37.86 | 131.57 | 131.57 | 1,578.85 | 1,578.85 | 0.00 |
| Asistente contable | 47.43 | 32.53 | 0.67 | 32.53 | 113.16 | 113.16 | 1,357.87 | 1,357.87 | 0.00 |
| Secretaria Auxiliar Contable | 39.66 | 27.21 | 0.67 | 27.21 | 94.74 | 94.74 | 1,136.90 | 1,136.90 | 0.00 |
| Auxiliar Contable | 39.66 | 27.21 | 0.67 | 27.21 | 94.74 | 94.74 | 1,136.90 | 1,136.90 | 0.00 |
| Conductores | 33.12 | 22.71 | 0.67 | 22.71 | 79.21 | 79.21 | 950.51 | 950.51 | 0.00 |
| Cajeros Planta | 33.12 | 22.71 | 0.67 | 22.71 | 79.21 | 633.67 | 7,604.06 | 0.00 | 7,604.06 |
| Cajeros x Horas | 33.12 | 22.71 | 0.67 | 22.71 | 79.21 | 158.42 | 1,901.01 | 0.00 | 1,901.01 |
| Bodegueros | 33.12 | 22.71 | 0.67 | 22.71 | 79.21 | 158.42 | 1,901.01 | 0.00 | 1,901.01 |
| Mensajero | 26.57 | 18.22 | 0.67 | 18.22 | 63.68 | 63.68 | 764.11 | 764.11 | 0.00 |
| Perchadores Planta | 26.57 | 18.22 | 0.67 | 18.22 | 63.68 | 254.70 | 3,056.46 | 0.00 | 3,056.46 |
| Perchadores x Horas | 26.57 | 18.22 | 0.67 | 18.22 | 63.68 | 127.35 | 1,528.23 | 0.00 | 1,528.23 |
| TOTALES : | | | | | | | 22,915.92 | 6,925.14 | 15,990.78 |



| BENEFICIOS SOCIALES ANUALES | | | | | | | | | |
|------------------------------|-------|-------|------|------------------|--------------------|---------------|------------------|---------------------|------------------|
| Nombre del Cargo | less | XIII | XIV | Fondo de Reserva | Individual Mensual | Total Mensual | Total Anual | PROVISIONES ANUALES | |
| | | | | | | | | Administrativo | Ventas |
| Jefe de Supermercado | 55.19 | 37.86 | 0.67 | 37.86 | 131.57 | 131.57 | 1,578.85 | 1,578.85 | 0.00 |
| Asistente contable | 47.43 | 32.53 | 0.67 | 32.53 | 113.16 | 113.16 | 1,357.87 | 1,357.87 | 0.00 |
| Secretaria Auxiliar Contable | 39.66 | 27.21 | 0.67 | 27.21 | 94.74 | 94.74 | 1,136.90 | 1,136.90 | 0.00 |
| Auxiliar Contable | 39.66 | 27.21 | 0.67 | 27.21 | 94.74 | 94.74 | 1,136.90 | 1,136.90 | 0.00 |
| Conductores | 33.12 | 22.71 | 0.67 | 22.71 | 79.21 | 79.21 | 950.51 | 950.51 | 0.00 |
| Cajeros Planta | 33.12 | 22.71 | 0.67 | 22.71 | 79.21 | 792.09 | 9,505.07 | 0.00 | 9,505.07 |
| Cajeros x Horas | 33.12 | 22.71 | 0.67 | 22.71 | 79.21 | 158.42 | 1,901.01 | 0.00 | 1,901.01 |
| Bodegueros | 33.12 | 22.71 | 0.67 | 22.71 | 79.21 | 158.42 | 1,901.01 | 0.00 | 1,901.01 |
| Mensajero | 26.57 | 18.22 | 0.67 | 18.22 | 63.68 | 63.68 | 764.11 | 764.11 | 0.00 |
| Perchadores Planta | 26.57 | 18.22 | 0.67 | 18.22 | 63.68 | 382.06 | 4,584.69 | 0.00 | 4,584.69 |
| Perchadores x Horas | 26.57 | 18.22 | 0.67 | 18.22 | 63.68 | 127.35 | 1,528.23 | 0.00 | 1,528.23 |
| TOTALES : | | | | | | | 26,345.16 | 6,925.14 | 19,420.02 |

| BENEFICIOS SOCIALES ANUALES | | | | | | | | | |
|------------------------------|-------|-------|------|------------------|--------------------|---------------|------------------|---------------------|-----------------|
| Nombre del Cargo | less | XIII | XIV | Fondo de Reserva | Individual Mensual | Total Mensual | Total Anual | PROVISIONES ANUALES | |
| | | | | | | | | Administrativo | Ventas |
| Jefe de Centro de Acopio | 55.19 | 37.86 | 0.67 | 37.86 | 131.57 | 131.57 | 1,578.85 | 1,578.85 | 0.00 |
| Representante de compras | 47.43 | 32.53 | 0.67 | 32.53 | 113.16 | 226.31 | 2,715.75 | 2,715.75 | 0.00 |
| Asistente contable | 47.43 | 32.53 | 0.67 | 32.53 | 113.16 | 113.16 | 1,357.87 | 1,357.87 | 0.00 |
| Secretaria Auxiliar Contable | 39.66 | 27.21 | 0.67 | 27.21 | 94.74 | 94.74 | 1,136.90 | 1,136.90 | 0.00 |
| Auxiliar Contable | 39.66 | 27.21 | 0.67 | 27.21 | 94.74 | 94.74 | 1,136.90 | 1,136.90 | 0.00 |
| Conductores | 33.12 | 22.71 | 0.67 | 22.71 | 79.21 | 79.21 | 950.51 | 950.51 | 0.00 |
| Bodegueros | 33.12 | 22.71 | 0.67 | 22.71 | 79.21 | 158.42 | 1,901.01 | 0.00 | 1,901.01 |
| Mensajero | 26.57 | 18.22 | 0.67 | 18.22 | 63.68 | 63.68 | 764.11 | 764.11 | 0.00 |
| TOTALES : | | | | | | | 11,541.90 | 9,640.89 | 1,901.01 |



| BENEFICIOS SOCIALES ANUALES | | | | | | | | | |
|------------------------------|--------|--------|------|------------------|--------------------|---------------|-------------|---------------------|--------|
| Nombre del Cargo | less | XIII | XIV | Fondo de Reserva | Individual Mensual | Total Mensual | Total Anual | PROVISIONES ANUALES | |
| | | | | | | | | Administrativo | Ventas |
| Gerente | 222.38 | 152.52 | 0.67 | 152.52 | 528.08 | 528.08 | 6,337.01 | 6,337.01 | 0.00 |
| Subgerente Administrativo | 82.23 | 56.40 | 0.67 | 56.40 | 195.68 | 195.68 | 2,348.20 | 2,348.20 | 0.00 |
| Subgerente Financiero | 82.23 | 56.40 | 0.67 | 56.40 | 195.68 | 195.68 | 2,348.20 | 2,348.20 | 0.00 |
| Subgerente Ventas | 82.23 | 56.40 | 0.67 | 56.40 | 195.68 | 195.68 | 2,348.20 | 2,348.20 | 0.00 |
| Secretaria Auxiliar Contable | 42.19 | 28.93 | 0.67 | 28.93 | 100.72 | 100.72 | 1,208.66 | 1,208.66 | 0.00 |
| Conductores | 35.18 | 24.13 | 0.67 | 24.13 | 84.10 | 84.10 | 1,009.22 | 1,009.22 | 0.00 |
| TOTALES : | | | | | | | 15,599.50 | 15,599.50 | 0.00 |

| BENEFICIOS SOCIALES ANUALES | | | | | | | | | |
|------------------------------|-------|-------|------|------------------|--------------------|---------------|-------------|---------------------|-----------|
| Nombre del Cargo | less | XIII | XIV | Fondo de Reserva | Individual Mensual | Total Mensual | Total Anual | PROVISIONES ANUALES | |
| | | | | | | | | Administrativo | Ventas |
| Jefe de Supermercado | 58.63 | 40.21 | 0.67 | 40.21 | 139.73 | 139.73 | 1,676.70 | 1,676.70 | 0.00 |
| Asistente contable | 50.41 | 34.57 | 0.67 | 34.57 | 120.22 | 120.22 | 1,442.68 | 1,442.68 | 0.00 |
| Secretaria Auxiliar Contable | 42.19 | 28.93 | 0.67 | 28.93 | 100.72 | 100.72 | 1,208.66 | 1,208.66 | 0.00 |
| Auxiliar Contable | 42.19 | 28.93 | 0.67 | 28.93 | 100.72 | 100.72 | 1,208.66 | 1,208.66 | 0.00 |
| Conductores | 35.18 | 24.13 | 0.67 | 24.13 | 84.10 | 84.10 | 1,009.22 | 1,009.22 | 0.00 |
| Cajeros Planta | 35.18 | 24.13 | 0.67 | 24.13 | 84.10 | 672.81 | 8,073.77 | 0.00 | 8,073.77 |
| Cajeros x Horas | 35.18 | 24.13 | 0.67 | 24.13 | 84.10 | 168.20 | 2,018.44 | 0.00 | 2,018.44 |
| Bodegueros | 35.18 | 24.13 | 0.67 | 24.13 | 84.10 | 168.20 | 2,018.44 | 0.00 | 2,018.44 |
| Mensajero | 28.17 | 19.32 | 0.67 | 19.32 | 67.48 | 67.48 | 809.78 | 809.78 | 0.00 |
| Perchadores Planta | 28.17 | 19.32 | 0.67 | 19.32 | 67.48 | 269.93 | 3,239.12 | 0.00 | 3,239.12 |
| Perchadores x Horas | 28.17 | 19.32 | 0.67 | 19.32 | 67.48 | 134.96 | 1,619.56 | 0.00 | 1,619.56 |
| TOTALES : | | | | | | | 24,325.05 | 7,355.71 | 16,969.34 |

Anexo 12

Proyección de Prestaciones Sociales

| Administrativos | | | | | | |
|------------------------------|------------------------|----------------------|------------------------|----------------------|------------------------|----------------------|
| PRESTACIONES SOCIALES | AÑO 1 | | AÑO 2 | | AÑO 3 | |
| Nombre del Cargo | Ropa de Trabajo | Bono Navideño | Ropa de Trabajo | Bono Navideño | Ropa de Trabajo | Bono Navideño |
| Gerente | 0.00 | 50.00 | 0.00 | 50.00 | 0.00 | 50.00 |
| Subgerente Administrativo | 80.00 | 40.00 | 80.00 | 40.00 | 80.00 | 40.00 |
| Subgerente Financiero | 80.00 | 40.00 | 80.00 | 40.00 | 80.00 | 40.00 |
| Subgerente Ventas | 80.00 | 40.00 | 80.00 | 40.00 | 80.00 | 40.00 |
| Secretaria Auxiliar Contable | 40.00 | 20.00 | 40.00 | 20.00 | 40.00 | 20.00 |
| Conductores | 40.00 | 20.00 | 40.00 | 20.00 | 40.00 | 20.00 |
| | 320.00 | 210.00 | 320.00 | 210.00 | 320.00 | 210.00 |

| Latacunga | | | | | | |
|------------------------------|------------------------|----------------------|------------------------|----------------------|------------------------|----------------------|
| PRESTACIONES SOCIALES | AÑO 1 | | AÑO 2 | | AÑO 3 | |
| Nombre del Cargo | Ropa de Trabajo | Bono Navideño | Ropa de Trabajo | Bono Navideño | Ropa de Trabajo | Bono Navideño |
| Jefe de Supermercado | 50.00 | 30.00 | 50.00 | 30.00 | 50.00 | 30.00 |
| Asistente contable | 40.00 | 25.00 | 40.00 | 25.00 | 40.00 | 25.00 |
| Secretaria Auxiliar Contable | 40.00 | 20.00 | 40.00 | 20.00 | 40.00 | 20.00 |
| Auxiliar Contable | 40.00 | 20.00 | 40.00 | 20.00 | 40.00 | 20.00 |
| Conductores | 40.00 | 20.00 | 40.00 | 20.00 | 40.00 | 20.00 |
| Cajeros Planta | 240.00 | 120.00 | 240.00 | 120.00 | 240.00 | 120.00 |
| Cajeros x Horas | 80.00 | 40.00 | 80.00 | 40.00 | 80.00 | 40.00 |
| Bodegueros | 80.00 | 40.00 | 80.00 | 40.00 | 80.00 | 40.00 |
| Mensajero | 40.00 | 20.00 | 40.00 | 20.00 | 40.00 | 20.00 |
| Perchadores Planta | 160.00 | 80.00 | 160.00 | 80.00 | 160.00 | 80.00 |
| Perchadores x Horas | 80.00 | 40.00 | 80.00 | 40.00 | 80.00 | 40.00 |
| | 890.00 | 455.00 | 890.00 | 455.00 | 890.00 | 455.00 |

| Ambato | | | | | | |
|------------------------------|------------------------|----------------------|------------------------|----------------------|------------------------|----------------------|
| PRESTACIONES SOCIALES | AÑO 1 | | AÑO 2 | | AÑO 3 | |
| Nombre del Cargo | Ropa de Trabajo | Bono Navideño | Ropa de Trabajo | Bono Navideño | Ropa de Trabajo | Bono Navideño |
| Jefe de Supermercado | 50.00 | 30.00 | 50.00 | 30.00 | 50.00 | 30.00 |
| Asistente contable | 40.00 | 25.00 | 40.00 | 25.00 | 40.00 | 25.00 |
| Secretaria Auxiliar Contable | 40.00 | 20.00 | 40.00 | 20.00 | 40.00 | 20.00 |
| Auxiliar Contable | 40.00 | 20.00 | 40.00 | 20.00 | 40.00 | 20.00 |
| Conductores | 40.00 | 20.00 | 40.00 | 20.00 | 40.00 | 20.00 |
| Cajeros Planta | 320.00 | 160.00 | 320.00 | 160.00 | 320.00 | 160.00 |
| Cajeros x Horas | 80.00 | 40.00 | 80.00 | 40.00 | 80.00 | 40.00 |
| Bodegueros | 80.00 | 40.00 | 80.00 | 40.00 | 80.00 | 40.00 |
| Mensajero | 40.00 | 20.00 | 40.00 | 20.00 | 40.00 | 20.00 |
| Perchadores Planta | 240.00 | 120.00 | 240.00 | 120.00 | 240.00 | 120.00 |
| Perchadores x Horas | 80.00 | 40.00 | 80.00 | 40.00 | 80.00 | 40.00 |
| | 1,050.00 | 535.00 | 1,050.00 | 535.00 | 1,050.00 | 535.00 |

| Centro de Acopio | | | | | | |
|------------------------------|------------------------|----------------------|------------------------|----------------------|------------------------|----------------------|
| PRESTACIONES SOCIALES | AÑO 1 | | AÑO 2 | | AÑO 3 | |
| Nombre del Cargo | Ropa de Trabajo | Bono Navideño | Ropa de Trabajo | Bono Navideño | Ropa de Trabajo | Bono Navideño |
| Jefe de Centro de Acopio | 50.00 | 30.00 | 50.00 | 30.00 | 50.00 | 30.00 |
| Representante de compras | 80.00 | 50.00 | 80.00 | 50.00 | 80.00 | 50.00 |
| Asistente contable | 40.00 | 25.00 | 40.00 | 25.00 | 40.00 | 25.00 |
| Secretaria Auxiliar Contable | 40.00 | 20.00 | 40.00 | 20.00 | 40.00 | 20.00 |
| Auxiliar Contable | 40.00 | 20.00 | 40.00 | 20.00 | 40.00 | 20.00 |
| Conductores | 40.00 | 20.00 | 40.00 | 20.00 | 40.00 | 20.00 |
| Bodegueros | 80.00 | 40.00 | 80.00 | 40.00 | 80.00 | 40.00 |
| Mensajero | 40.00 | 20.00 | 40.00 | 20.00 | 40.00 | 20.00 |
| | 410.00 | 225.00 | 410.00 | 225.00 | 410.00 | 225.00 |

| Administrativos | | | | | | |
|------------------------------|------------------------|----------------------|------------------------|----------------------|------------------------|----------------------|
| PRESTACIONES SOCIALES | AÑO 4 | | AÑO 5 | | AÑO 6 | |
| Nombre del Cargo | Ropa de Trabajo | Bono Navideño | Ropa de Trabajo | Bono Navideño | Ropa de Trabajo | Bono Navideño |
| Gerente | 0.00 | 50.00 | 0.00 | 50.00 | 0.00 | 50.00 |
| Subgerente Administrativo | 80.00 | 40.00 | 80.00 | 40.00 | 80.00 | 40.00 |
| Subgerente Financiero | 80.00 | 40.00 | 80.00 | 40.00 | 80.00 | 40.00 |
| Subgerente Ventas | 80.00 | 40.00 | 80.00 | 40.00 | 80.00 | 40.00 |
| Secretaria Auxiliar Contable | 40.00 | 20.00 | 40.00 | 20.00 | 40.00 | 20.00 |
| Conductores | 40.00 | 20.00 | 40.00 | 20.00 | 40.00 | 20.00 |
| | 320.00 | 210.00 | 320.00 | 210.00 | 320.00 | 210.00 |

| Latacunga | | | | | | |
|------------------------------|------------------------|----------------------|------------------------|----------------------|------------------------|----------------------|
| PRESTACIONES SOCIALES | AÑO 4 | | AÑO 5 | | AÑO 6 | |
| Nombre del Cargo | Ropa de Trabajo | Bono Navideño | Ropa de Trabajo | Bono Navideño | Ropa de Trabajo | Bono Navideño |
| Jefe de Supermercado | 50.00 | 30.00 | 50.00 | 30.00 | 50.00 | 30.00 |
| Asistente contable | 40.00 | 25.00 | 40.00 | 25.00 | 40.00 | 25.00 |
| Secretaria Auxiliar Contable | 40.00 | 20.00 | 40.00 | 20.00 | 40.00 | 20.00 |
| Auxiliar Contable | 40.00 | 20.00 | 40.00 | 20.00 | 40.00 | 20.00 |
| Conductores | 40.00 | 20.00 | 40.00 | 20.00 | 40.00 | 20.00 |
| Cajeros Planta | 320.00 | 160.00 | 320.00 | 160.00 | 320.00 | 160.00 |
| Cajeros x Horas | 80.00 | 40.00 | 80.00 | 40.00 | 80.00 | 40.00 |
| Bodegueros | 80.00 | 40.00 | 80.00 | 40.00 | 80.00 | 40.00 |
| Mensajero | 40.00 | 20.00 | 40.00 | 20.00 | 40.00 | 20.00 |
| Perchadores Planta | 160.00 | 80.00 | 160.00 | 80.00 | 160.00 | 80.00 |
| Perchadores x Horas | 80.00 | 40.00 | 80.00 | 40.00 | 80.00 | 40.00 |
| | 970.00 | 495.00 | 970.00 | 495.00 | 970.00 | 495.00 |

| Ambato | | | | | | |
|------------------------------|------------------------|----------------------|------------------------|----------------------|------------------------|----------------------|
| PRESTACIONES SOCIALES | AÑO 4 | | AÑO 5 | | AÑO 6 | |
| Nombre del Cargo | Ropa de Trabajo | Bono Navideño | Ropa de Trabajo | Bono Navideño | Ropa de Trabajo | Bono Navideño |
| Jefe de Supermercado | 50.00 | 30.00 | 50.00 | 30.00 | 50.00 | 30.00 |
| Asistente contable | 40.00 | 25.00 | 40.00 | 25.00 | 40.00 | 25.00 |
| Secretaria Auxiliar Contable | 40.00 | 20.00 | 40.00 | 20.00 | 40.00 | 20.00 |
| Auxiliar Contable | 40.00 | 20.00 | 40.00 | 20.00 | 40.00 | 20.00 |
| Conductores | 40.00 | 20.00 | 40.00 | 20.00 | 40.00 | 20.00 |
| Cajeros Planta | 400.00 | 200.00 | 400.00 | 200.00 | 400.00 | 200.00 |
| Cajeros x Horas | 80.00 | 40.00 | 80.00 | 40.00 | 80.00 | 40.00 |
| Bodegueros | 80.00 | 40.00 | 80.00 | 40.00 | 80.00 | 40.00 |
| Mensajero | 40.00 | 20.00 | 40.00 | 20.00 | 40.00 | 20.00 |
| Perchadores Planta | 240.00 | 120.00 | 240.00 | 120.00 | 240.00 | 120.00 |
| Perchadores x Horas | 80.00 | 40.00 | 80.00 | 40.00 | 80.00 | 40.00 |
| | 1,130.00 | 575.00 | 1,130.00 | 575.00 | 1,130.00 | 575.00 |

| Centro de Acopio | | | | | | |
|------------------------------|------------------------|----------------------|------------------------|----------------------|------------------------|----------------------|
| PRESTACIONES SOCIALES | AÑO 4 | | AÑO 5 | | AÑO 6 | |
| Nombre del Cargo | Ropa de Trabajo | Bono Navideño | Ropa de Trabajo | Bono Navideño | Ropa de Trabajo | Bono Navideño |
| Jefe de Centro de Acopio | 50.00 | 30.00 | 50.00 | 30.00 | 50.00 | 30.00 |
| Representante de compras | 80.00 | 50.00 | 80.00 | 50.00 | 80.00 | 50.00 |
| Asistente contable | 40.00 | 25.00 | 40.00 | 25.00 | 40.00 | 25.00 |
| Secretaria Auxiliar Contable | 40.00 | 20.00 | 40.00 | 20.00 | 40.00 | 20.00 |
| Auxiliar Contable | 40.00 | 20.00 | 40.00 | 20.00 | 40.00 | 20.00 |
| Conductores | 40.00 | 20.00 | 40.00 | 20.00 | 40.00 | 20.00 |
| Bodegueros | 80.00 | 40.00 | 80.00 | 40.00 | 80.00 | 40.00 |
| Mensajero | 40.00 | 20.00 | 40.00 | 20.00 | 40.00 | 20.00 |
| | 410.00 | 225.00 | 410.00 | 225.00 | 410.00 | 225.00 |

Anexo 13

Proyección de Costos y Gastos

GASTOS Y COSTOS CONSOLIDADO

| GASTOS ADMINISTRATIVOS TOTAL | AÑO 1 | | | AÑO 2 | | |
|---|------------|-------------|------------|------------|-------------|------------|
| | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA |
| Mano de Obra | 138,316.10 | 138,316.10 | 138,316.10 | 150,610.31 | 150,610.31 | 150,610.31 |
| Sueldo y Salarios | 108,888.00 | 108,888.00 | 108,888.00 | 117,873.60 | 117,873.60 | 117,873.60 |
| Beneficios Sociales | 29,428.10 | 29,428.10 | 29,428.10 | 32,736.71 | 32,736.71 | 32,736.71 |
| Contribuciones Sociales | 1,751.00 | 1,799.00 | 1,799.00 | 1,751.00 | 1,799.00 | 1,799.00 |
| Ropa de Trabajo | 1,118.00 | 1,150.00 | 1,150.00 | 1,118.00 | 1,150.00 | 1,150.00 |
| Bono Navideño | 633.00 | 649.00 | 649.00 | 633.00 | 649.00 | 649.00 |
| Servicios y Honorarios Profesionales | 26,600.00 | 26,600.00 | 26,600.00 | 29,260.00 | 29,260.00 | 29,260.00 |
| Honorarios Profesionales | 14,400.00 | 14,400.00 | 14,400.00 | 15,840.00 | 15,840.00 | 15,840.00 |
| Asesoramiento | 8,400.00 | 8,400.00 | 8,400.00 | 9,240.00 | 9,240.00 | 9,240.00 |
| Comisiones | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Auditoria Externa | 2,000.00 | 2,000.00 | 2,000.00 | 2,200.00 | 2,200.00 | 2,200.00 |
| Trabajos Ocasionales | 1,800.00 | 1,800.00 | 1,800.00 | 1,980.00 | 1,980.00 | 1,980.00 |
| Depreciación de activos | 58,060.93 | 58,060.93 | 58,060.93 | 58,060.93 | 58,060.93 | 58,060.93 |
| EDIFICIOS | 27,000.00 | 27,000.00 | 27,000.00 | 27,000.00 | 27,000.00 | 27,000.00 |
| VEHICULOS | 10,900.00 | 10,900.00 | 10,900.00 | 10,900.00 | 10,900.00 | 10,900.00 |
| EQUIPO DE REFRIGERACIÓN | 2,500.00 | 2,500.00 | 2,500.00 | 2,500.00 | 2,500.00 | 2,500.00 |
| EQUIPO DE COMPUTO | 8,183.33 | 8,183.33 | 8,183.33 | 8,183.33 | 8,183.33 | 8,183.33 |
| MUEBLES Y ENCERES ESTANTES | 1,229.50 | 1,229.50 | 1,229.50 | 1,229.50 | 1,229.50 | 1,229.50 |
| MUEBLES Y ENCERES OFICINAS | 1,988.10 | 1,988.10 | 1,988.10 | 1,988.10 | 1,988.10 | 1,988.10 |
| INSTALACIONES ELECTRICAS | 3,990.00 | 3,990.00 | 3,990.00 | 3,990.00 | 3,990.00 | 3,990.00 |
| EQUIPO DE EMPAQUE | 270.00 | 270.00 | 270.00 | 270.00 | 270.00 | 270.00 |
| MAQUINARIAS Y EQUIPOS | 2,000.00 | 2,000.00 | 2,000.00 | 2,000.00 | 2,000.00 | 2,000.00 |
| Otros Costos y Gastos | 56,308.95 | 56,308.95 | 56,308.95 | 61,939.85 | 61,939.85 | 61,939.85 |
| Agua Potable | 640.00 | 640.00 | 640.00 | 704.00 | 704.00 | 704.00 |
| Alimentos y bebidas | 640.00 | 640.00 | 640.00 | 704.00 | 704.00 | 704.00 |
| Amortizac. Gtos. Const./Instal | 120.00 | 120.00 | 120.00 | 132.00 | 132.00 | 132.00 |
| Arrendamiento Mercantil | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Arriendo Locales | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Arriendo Oficinas | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Combustible y Lubricantes | 5,600.00 | 5,600.00 | 5,600.00 | 6,160.00 | 6,160.00 | 6,160.00 |

| | | | | | | |
|-------------------------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| Correo y courier | 320.00 | 320.00 | 320.00 | 352.00 | 352.00 | 352.00 |
| Donaciones | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Energía Eléctrica | 7,600.00 | 7,600.00 | 7,600.00 | 8,360.00 | 8,360.00 | 8,360.00 |
| Fletes y embalaje | 640.00 | 640.00 | 640.00 | 704.00 | 704.00 | 704.00 |
| Gastos de Exportación | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Gastos de Importación | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Gastos Legales | 666.67 | 666.67 | 666.67 | 733.33 | 733.33 | 733.33 |
| Impuestos y Contribuciones | 133.33 | 133.33 | 133.33 | 146.67 | 146.67 | 146.67 |
| Intereses y Multas | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Internet | 500.00 | 500.00 | 500.00 | 550.00 | 550.00 | 550.00 |
| Mantenimiento Activos | 1,600.00 | 1,600.00 | 1,600.00 | 1,760.00 | 1,760.00 | 1,760.00 |
| Mantenimiento Equipo | 1,333.33 | 1,333.33 | 1,333.33 | 1,466.67 | 1,466.67 | 1,466.67 |
| Mantenimiento Locales | 960.00 | 960.00 | 960.00 | 1,056.00 | 1,056.00 | 1,056.00 |
| Mantenimiento Vehículos | 1,200.00 | 1,200.00 | 1,200.00 | 1,320.00 | 1,320.00 | 1,320.00 |
| Matriculas-Licencias | 1,200.00 | 1,200.00 | 1,200.00 | 1,320.00 | 1,320.00 | 1,320.00 |
| Patentes Municipales | 266.67 | 266.67 | 266.67 | 293.33 | 293.33 | 293.33 |
| Peaje | 960.00 | 960.00 | 960.00 | 1,056.00 | 1,056.00 | 1,056.00 |
| Perdida por daño peresibles | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Provisión Ctas. Incobrables | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Publicidad y Publicaciones | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Refrigerios | 640.00 | 640.00 | 640.00 | 704.00 | 704.00 | 704.00 |
| Revistas y Periódicos | 200.00 | 200.00 | 200.00 | 220.00 | 220.00 | 220.00 |
| Seguros | 4,902.29 | 4,902.29 | 4,902.29 | 5,392.51 | 5,392.51 | 5,392.51 |
| Sistema de Radio | 600.00 | 600.00 | 600.00 | 660.00 | 660.00 | 660.00 |
| Suministros de Computación | 3,200.00 | 3,200.00 | 3,200.00 | 3,520.00 | 3,520.00 | 3,520.00 |
| Suministros de seguridad | 2,400.00 | 2,400.00 | 2,400.00 | 2,640.00 | 2,640.00 | 2,640.00 |
| Suministros y Utiles Oficina | 3,200.00 | 3,200.00 | 3,200.00 | 3,520.00 | 3,520.00 | 3,520.00 |
| Suscripciones | 600.00 | 600.00 | 600.00 | 660.00 | 660.00 | 660.00 |
| Teléfonos- fax | 7,200.00 | 7,200.00 | 7,200.00 | 7,920.00 | 7,920.00 | 7,920.00 |
| Transporte y Movilización | 640.00 | 640.00 | 640.00 | 704.00 | 704.00 | 704.00 |
| Utensillos de cocina | 400.00 | 400.00 | 400.00 | 440.00 | 440.00 | 440.00 |
| Útiles de Aseo Y Limpieza | 1,280.00 | 1,280.00 | 1,280.00 | 1,408.00 | 1,408.00 | 1,408.00 |
| Viáticos en el Exterior | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Viáticos en el País | 1,333.33 | 1,333.33 | 1,333.33 | 1,466.67 | 1,466.67 | 1,466.67 |
| Varios | 5,333.33 | 5,333.33 | 5,333.33 | 5,866.67 | 5,866.67 | 5,866.67 |
| Total Gastos Administrativos | 281,036.99 | 281,084.99 | 281,084.99 | 301,622.09 | 301,670.09 | 301,670.09 |

GASTOS Y COSTOS CONSOLIDADO

| GASTOS ADMINISTRATIVOS TOTAL | AÑO 3 | | | AÑO 4 | | |
|---|------------|-------------|------------|------------|-------------|------------|
| | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA |
| Mano de Obra | 157,027.03 | 157,027.03 | 157,027.03 | 160,018.36 | 160,018.36 | 160,018.36 |
| Sueldo y Salarios | 122,296.51 | 122,296.51 | 122,296.51 | 124,060.31 | 124,060.31 | 124,060.31 |
| Beneficios Sociales | 34,730.51 | 34,730.51 | 34,730.51 | 35,958.05 | 35,958.05 | 35,958.05 |
| Prestaciones Sociales | 1,751.00 | 1,799.00 | 1,799.00 | 1,799.00 | 1,847.00 | 1,847.00 |
| Ropa de Trabajo | 1,118.00 | 1,150.00 | 1,150.00 | 1,150.00 | 1,182.00 | 1,182.00 |
| Bono Navideño | 633.00 | 649.00 | 649.00 | 649.00 | 665.00 | 665.00 |
| Servicios y Honorarios Profesionales | 31,308.20 | 31,308.20 | 31,308.20 | 33,186.69 | 33,186.69 | 33,186.69 |
| Honorarios Profesionales | 16,948.80 | 16,948.80 | 16,948.80 | 17,965.73 | 17,965.73 | 17,965.73 |
| Asesoramiento | 9,886.80 | 9,886.80 | 9,886.80 | 10,480.01 | 10,480.01 | 10,480.01 |
| Comisiones | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Auditoria Externa | 2,354.00 | 2,354.00 | 2,354.00 | 2,495.24 | 2,495.24 | 2,495.24 |
| Trabajos Ocasionales | 2,118.60 | 2,118.60 | 2,118.60 | 2,245.72 | 2,245.72 | 2,245.72 |
| Depreciación de activos (1) | 58,060.93 | 58,060.93 | 58,060.93 | 50,077.60 | 50,077.60 | 50,077.60 |
| EDIFICIOS | 27,000.00 | 27,000.00 | 27,000.00 | 27,000.00 | 27,000.00 | 27,000.00 |
| VEHICULOS | 10,900.00 | 10,900.00 | 10,900.00 | 10,900.00 | 10,900.00 | 10,900.00 |
| EQUIPO DE REFRIGERACIÓN | 2,500.00 | 2,500.00 | 2,500.00 | 2,500.00 | 2,500.00 | 2,500.00 |
| EQUIPO DE COMPUTO | 8,183.33 | 8,183.33 | 8,183.33 | 200.00 | 200.00 | 200.00 |
| MUEBLES Y ENCERES ESTANTES | 1,229.50 | 1,229.50 | 1,229.50 | 1,229.50 | 1,229.50 | 1,229.50 |
| MUEBLES Y ENCERES OFICINAS | 1,988.10 | 1,988.10 | 1,988.10 | 1,988.10 | 1,988.10 | 1,988.10 |
| INSTALACIONES ELECTRICAS | 3,990.00 | 3,990.00 | 3,990.00 | 3,990.00 | 3,990.00 | 3,990.00 |
| EQUIPO DE EMPAQUE | 270.00 | 270.00 | 270.00 | 270.00 | 270.00 | 270.00 |
| MAQUINARIAS Y EQUIPOS | 2,000.00 | 2,000.00 | 2,000.00 | 2,000.00 | 2,000.00 | 2,000.00 |
| Otros Gastos | 66,275.64 | 66,275.64 | 66,275.64 | 70,252.17 | 70,252.17 | 70,252.17 |
| Agua Potable | 753.28 | 753.28 | 753.28 | 798.48 | 798.48 | 798.48 |
| Alimentos y bebidas | 753.28 | 753.28 | 753.28 | 798.48 | 798.48 | 798.48 |
| Amortizac. Gtos. Const./Instal | 141.24 | 141.24 | 141.24 | 149.71 | 149.71 | 149.71 |
| Arrendamiento Mercantil | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Arriendo Locales | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Arriendo Oficinas | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Combustible y Lubricantes | 6,591.20 | 6,591.20 | 6,591.20 | 6,986.67 | 6,986.67 | 6,986.67 |

| | | | | | | |
|-------------------------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| Correo y courier | 376.64 | 376.64 | 376.64 | 399.24 | 399.24 | 399.24 |
| Donaciones | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Energía Eléctrica | 8,945.20 | 8,945.20 | 8,945.20 | 9,481.91 | 9,481.91 | 9,481.91 |
| Fletes y embalaje | 753.28 | 753.28 | 753.28 | 798.48 | 798.48 | 798.48 |
| Gastos de Exportación | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Gastos de Importación | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Gastos Legales | 784.67 | 784.67 | 784.67 | 831.75 | 831.75 | 831.75 |
| Impuestos y Contribuciones | 156.93 | 156.93 | 156.93 | 166.35 | 166.35 | 166.35 |
| Intereses y Multas | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Internet | 588.50 | 588.50 | 588.50 | 623.81 | 623.81 | 623.81 |
| Mantenimiento Activos | 1,883.20 | 1,883.20 | 1,883.20 | 1,996.19 | 1,996.19 | 1,996.19 |
| Mantenimiento Equipo | 1,569.33 | 1,569.33 | 1,569.33 | 1,663.49 | 1,663.49 | 1,663.49 |
| Mantenimiento Locales | 1,129.92 | 1,129.92 | 1,129.92 | 1,197.72 | 1,197.72 | 1,197.72 |
| Mantenimiento Vehículos | 1,412.40 | 1,412.40 | 1,412.40 | 1,497.14 | 1,497.14 | 1,497.14 |
| Matriculas-Licencias | 1,412.40 | 1,412.40 | 1,412.40 | 1,497.14 | 1,497.14 | 1,497.14 |
| Patentes Municipales | 313.87 | 313.87 | 313.87 | 332.70 | 332.70 | 332.70 |
| Peaje | 1,129.92 | 1,129.92 | 1,129.92 | 1,197.72 | 1,197.72 | 1,197.72 |
| Perdida por daño peresibles | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Provisión Ctas. Incobrables | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Publicidad y Publicaciones | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Refrigerios | 753.28 | 753.28 | 753.28 | 798.48 | 798.48 | 798.48 |
| Revistas y Periódicos | 235.40 | 235.40 | 235.40 | 249.52 | 249.52 | 249.52 |
| Seguros | 5,769.99 | 5,769.99 | 5,769.99 | 6,116.19 | 6,116.19 | 6,116.19 |
| Sistema de Radio | 706.20 | 706.20 | 706.20 | 748.57 | 748.57 | 748.57 |
| Suministros de Computación | 3,766.40 | 3,766.40 | 3,766.40 | 3,992.38 | 3,992.38 | 3,992.38 |
| Suministros de seguridad | 2,824.80 | 2,824.80 | 2,824.80 | 2,994.29 | 2,994.29 | 2,994.29 |
| Suministros y Utiles Oficina | 3,766.40 | 3,766.40 | 3,766.40 | 3,992.38 | 3,992.38 | 3,992.38 |
| Suscripciones | 706.20 | 706.20 | 706.20 | 748.57 | 748.57 | 748.57 |
| Teléfonos- fax | 8,474.40 | 8,474.40 | 8,474.40 | 8,982.86 | 8,982.86 | 8,982.86 |
| Transporte y Movilización | 753.28 | 753.28 | 753.28 | 798.48 | 798.48 | 798.48 |
| Utensillos de cocina | 470.80 | 470.80 | 470.80 | 499.05 | 499.05 | 499.05 |
| Utiles de Aseo Y Limpieza | 1,506.56 | 1,506.56 | 1,506.56 | 1,596.95 | 1,596.95 | 1,596.95 |
| Viáticos en el Exterior | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Viáticos en el País | 1,569.33 | 1,569.33 | 1,569.33 | 1,663.49 | 1,663.49 | 1,663.49 |
| Varios | 6,277.33 | 6,277.33 | 6,277.33 | 6,653.97 | 6,653.97 | 6,653.97 |
| Total Gastos Administrativos | 314,422.80 | 314,470.80 | 314,470.80 | 315,333.82 | 315,381.82 | 315,381.82 |

GASTOS Y COSTOS CONSOLIDADO

| GASTOS ADMINISTRATIVOS TOTAL | AÑO 5 | | | AÑO 6 | | |
|---|------------|-------------|------------|------------|-------------|------------|
| | PESIMISTA | CONSERVADOR | OPTIMISTA | PESIMISTA | CONSERVADOR | OPTIMISTA |
| Mano de Obra | 169,939.07 | 169,939.07 | 169,939.07 | 180,554.24 | 180,554.24 | 180,554.24 |
| Sueldo y Salarios | 131,761.73 | 131,761.73 | 131,761.73 | 140,002.25 | 140,002.25 | 140,002.25 |
| Beneficios Sociales | 38,177.34 | 38,177.34 | 38,177.34 | 40,551.98 | 40,551.98 | 40,551.98 |
| Prestaciones Sociales | 1,799.00 | 1,847.00 | 1,847.00 | 1,799.00 | 1,847.00 | 1,847.00 |
| Ropa de Trabajo | 1,150.00 | 1,182.00 | 1,182.00 | 1,150.00 | 1,182.00 | 1,182.00 |
| Bono Navideño | 649.00 | 665.00 | 665.00 | 649.00 | 665.00 | 665.00 |
| Servicios y Honorarios Profesionales | 34,846.03 | 34,846.03 | 34,846.03 | 36,239.87 | 36,239.87 | 36,239.87 |
| Honorarios Profesionales | 18,864.01 | 18,864.01 | 18,864.01 | 19,618.57 | 19,618.57 | 19,618.57 |
| Asesoramiento | 11,004.01 | 11,004.01 | 11,004.01 | 11,444.17 | 11,444.17 | 11,444.17 |
| Comisiones | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Auditoria Externa | 2,620.00 | 2,620.00 | 2,620.00 | 2,724.80 | 2,724.80 | 2,724.80 |
| Trabajos Ocasionales | 2,358.00 | 2,358.00 | 2,358.00 | 2,452.32 | 2,452.32 | 2,452.32 |
| Depreciacion de activos | 50,077.60 | 50,077.60 | 50,077.60 | 38,907.60 | 38,907.60 | 38,907.60 |
| EDIFICIOS | 27,000.00 | 27,000.00 | 27,000.00 | 27,000.00 | 27,000.00 | 27,000.00 |
| VEHICULOS | 10,900.00 | 10,900.00 | 10,900.00 | 2,000.00 | 2,000.00 | 2,000.00 |
| EQUIPO DE REFRIGERACIÓN | 2,500.00 | 2,500.00 | 2,500.00 | 2,500.00 | 2,500.00 | 2,500.00 |
| EQUIPO DE COMPUTO | 200.00 | 200.00 | 200.00 | 200.00 | 200.00 | 200.00 |
| MUEBLES Y ENCERES ESTANTES | 1,229.50 | 1,229.50 | 1,229.50 | 1,229.50 | 1,229.50 | 1,229.50 |
| MUEBLES Y ENCERES OFICINAS | 1,988.10 | 1,988.10 | 1,988.10 | 1,988.10 | 1,988.10 | 1,988.10 |
| INSTALACIONES ELECTRICAS | 3,990.00 | 3,990.00 | 3,990.00 | 3,990.00 | 3,990.00 | 3,990.00 |
| EQUIPO DE EMPAQUE | 270.00 | 270.00 | 270.00 | 0.00 | 0.00 | 0.00 |
| MAQUINARIAS Y EQUIPOS | 2,000.00 | 2,000.00 | 2,000.00 | 0.00 | 0.00 | 0.00 |
| Otros Costos y Gastos | 73,764.78 | 73,764.78 | 73,764.78 | 76,715.37 | 76,715.37 | 76,715.37 |
| Agua Potable | 838.40 | 838.40 | 838.40 | 871.94 | 871.94 | 871.94 |
| Alimentos y bebidas | 838.40 | 838.40 | 838.40 | 871.94 | 871.94 | 871.94 |
| Amortizac. Gtos. Const./Instal | 157.20 | 157.20 | 157.20 | 163.49 | 163.49 | 163.49 |
| Arrendamiento Mercantil | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Arriendo Locales | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Arriendo Oficinas | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Combustible y Lubricantes | 7,336.01 | 7,336.01 | 7,336.01 | 7,629.45 | 7,629.45 | 7,629.45 |

| | | | | | | |
|-------------------------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| Correo y courier | 419.20 | 419.20 | 419.20 | 435.97 | 435.97 | 435.97 |
| Donaciones | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Energía Eléctrica | 9,956.01 | 9,956.01 | 9,956.01 | 10,354.25 | 10,354.25 | 10,354.25 |
| Fletes y embalaje | 838.40 | 838.40 | 838.40 | 871.94 | 871.94 | 871.94 |
| Gastos de Exportación | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Gastos de Importación | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Gastos Legales | 873.33 | 873.33 | 873.33 | 908.27 | 908.27 | 908.27 |
| Impuestos y Contribuciones | 174.67 | 174.67 | 174.67 | 181.65 | 181.65 | 181.65 |
| Intereses y Multas | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Internet | 655.00 | 655.00 | 655.00 | 681.20 | 681.20 | 681.20 |
| Mantenimiento Activos | 2,096.00 | 2,096.00 | 2,096.00 | 2,179.84 | 2,179.84 | 2,179.84 |
| Mantenimiento Equipo | 1,746.67 | 1,746.67 | 1,746.67 | 1,816.53 | 1,816.53 | 1,816.53 |
| Mantenimiento Locales | 1,257.60 | 1,257.60 | 1,257.60 | 1,307.90 | 1,307.90 | 1,307.90 |
| Mantenimiento Vehículos | 1,572.00 | 1,572.00 | 1,572.00 | 1,634.88 | 1,634.88 | 1,634.88 |
| Matriculas-Licencias | 1,572.00 | 1,572.00 | 1,572.00 | 1,634.88 | 1,634.88 | 1,634.88 |
| Patentes Municipales | 349.33 | 349.33 | 349.33 | 363.31 | 363.31 | 363.31 |
| Peaje | 1,257.60 | 1,257.60 | 1,257.60 | 1,307.90 | 1,307.90 | 1,307.90 |
| Perdida por daño peresibles | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Provisión Ctas. Incobrables | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Publicidad y Publicaciones | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Refrigerios | 838.40 | 838.40 | 838.40 | 871.94 | 871.94 | 871.94 |
| Revistas y Periódicos | 262.00 | 262.00 | 262.00 | 272.48 | 272.48 | 272.48 |
| Seguros | 6,422.00 | 6,422.00 | 6,422.00 | 6,678.88 | 6,678.88 | 6,678.88 |
| Sistema de Radio | 786.00 | 786.00 | 786.00 | 817.44 | 817.44 | 817.44 |
| Suministros de Computación | 4,192.00 | 4,192.00 | 4,192.00 | 4,359.68 | 4,359.68 | 4,359.68 |
| Suministros de seguridad | 3,144.00 | 3,144.00 | 3,144.00 | 3,269.76 | 3,269.76 | 3,269.76 |
| Suministros y Utiles Oficina | 4,192.00 | 4,192.00 | 4,192.00 | 4,359.68 | 4,359.68 | 4,359.68 |
| Suscripciones | 786.00 | 786.00 | 786.00 | 817.44 | 817.44 | 817.44 |
| Teléfonos- fax | 9,432.01 | 9,432.01 | 9,432.01 | 9,809.29 | 9,809.29 | 9,809.29 |
| Transporte y Movilización | 838.40 | 838.40 | 838.40 | 871.94 | 871.94 | 871.94 |
| Utensillos de cocina | 524.00 | 524.00 | 524.00 | 544.96 | 544.96 | 544.96 |
| Utiles de Aseo Y Limpieza | 1,676.80 | 1,676.80 | 1,676.80 | 1,743.87 | 1,743.87 | 1,743.87 |
| Viáticos en el Exterior | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Viáticos en el País | 1,746.67 | 1,746.67 | 1,746.67 | 1,816.53 | 1,816.53 | 1,816.53 |
| Varios | 6,986.67 | 6,986.67 | 6,986.67 | 7,266.14 | 7,266.14 | 7,266.14 |
| Total Gastos Administrativos | 330,426.48 | 330,474.48 | 330,474.48 | 334,216.08 | 334,264.08 | 334,264.08 |

| | | | | | | |
|------------------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| Combustible y Lubricantes | 1,200.00 | 1,200.00 | 1,200.00 | 1,320.00 | 1,320.00 | 1,320.00 |
| Correo y courier | 240.00 | 240.00 | 240.00 | 264.00 | 264.00 | 264.00 |
| Donaciones | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Energía Eléctrica | 7,200.00 | 7,200.00 | 7,200.00 | 7,920.00 | 7,920.00 | 7,920.00 |
| Fletes y embalaje | 480.00 | 480.00 | 480.00 | 528.00 | 528.00 | 528.00 |
| Gastos de Exportación | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Gastos de Importación | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Gastos Legales | 500.00 | 500.00 | 500.00 | 550.00 | 550.00 | 550.00 |
| Impuestos y Contribuciones | 100.00 | 100.00 | 100.00 | 110.00 | 110.00 | 110.00 |
| Intereses y Multas | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Internet | 600.00 | 600.00 | 600.00 | 660.00 | 660.00 | 660.00 |
| Mantenimiento Activos | 1,200.00 | 1,200.00 | 1,200.00 | 1,320.00 | 1,320.00 | 1,320.00 |
| Mantenimiento Equipo | 1,000.00 | 1,000.00 | 1,000.00 | 1,100.00 | 1,100.00 | 1,100.00 |
| Mantenimiento Locales | 720.00 | 720.00 | 720.00 | 792.00 | 792.00 | 792.00 |
| Mantenimiento Vehículos | 1,200.00 | 1,200.00 | 1,200.00 | 1,320.00 | 1,320.00 | 1,320.00 |
| Matriculas-Licencias | 800.00 | 800.00 | 800.00 | 880.00 | 880.00 | 880.00 |
| Patentes Municipales | 200.00 | 200.00 | 200.00 | 220.00 | 220.00 | 220.00 |
| Peaje | 1,008.00 | 1,008.00 | 1,008.00 | 1,108.80 | 1,108.80 | 1,108.80 |
| Perdida por daño peresibles | 34,771.30 | 34,771.30 | 34,771.30 | 36,885.39 | 37,608.63 | 38,331.88 |
| Provisión Ctas. Incobrables | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Publicidad y Publicaciones | 34,089.51 | 34,089.51 | 34,089.51 | 36,162.15 | 36,871.21 | 37,580.27 |
| Refrigerios | 480.00 | 480.00 | 480.00 | 528.00 | 528.00 | 528.00 |
| Revistas y Periódicos | 240.00 | 240.00 | 240.00 | 264.00 | 264.00 | 264.00 |
| Seguros | 4,645.38 | 4,645.38 | 4,645.38 | 5,109.92 | 5,109.92 | 5,109.92 |
| Sistema de Radio | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Suministros de Computación | 2,400.00 | 2,400.00 | 2,400.00 | 2,640.00 | 2,640.00 | 2,640.00 |
| Suministros de seguridad | 1,800.00 | 1,800.00 | 1,800.00 | 1,980.00 | 1,980.00 | 1,980.00 |
| Suministros y Utiles Oficina | 2,400.00 | 2,400.00 | 2,400.00 | 2,640.00 | 2,640.00 | 2,640.00 |
| Suscripciones | 450.00 | 450.00 | 450.00 | 495.00 | 495.00 | 495.00 |
| Teléfonos- fax | 2,400.00 | 2,400.00 | 2,400.00 | 2,640.00 | 2,640.00 | 2,640.00 |
| Transporte y Movilización | 480.00 | 480.00 | 480.00 | 528.00 | 528.00 | 528.00 |
| Utensillos de cocina | 480.00 | 480.00 | 480.00 | 528.00 | 528.00 | 528.00 |
| Utiles de Aseo Y Limpieza | 960.00 | 960.00 | 960.00 | 1,056.00 | 1,056.00 | 1,056.00 |
| Viáticos en el Exterior | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Viáticos en el País | 1,000.00 | 1,000.00 | 1,000.00 | 1,100.00 | 1,100.00 | 1,100.00 |
| Varios | 4,000.00 | 4,000.00 | 4,000.00 | 4,400.00 | 4,400.00 | 4,400.00 |
| | 0.00 | 0.00 | 0.00 | | | |
| Total Gastos Ventas | 340,650.28 | 340,650.28 | 340,650.28 | 362,052.78 | 364,194.15 | 366,335.51 |

| | | | | | | |
|------------------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| Combustible y Lubricantes | 1,412.40 | 1,412.40 | 1,412.40 | 1,497.14 | 1,497.14 | 1,497.14 |
| Correo y courier | 282.48 | 282.48 | 282.48 | 299.43 | 299.43 | 299.43 |
| Donaciones | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Energía Eléctrica | 8,474.40 | 8,474.40 | 8,474.40 | 8,982.86 | 8,982.86 | 8,982.86 |
| Fletes y embalaje | 564.96 | 564.96 | 564.96 | 598.86 | 598.86 | 598.86 |
| Gastos de Exportación | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Gastos de Importación | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Gastos Legales | 588.50 | 588.50 | 588.50 | 623.81 | 623.81 | 623.81 |
| Impuestos y Contribuciones | 117.70 | 117.70 | 117.70 | 124.76 | 124.76 | 124.76 |
| Intereses y Multas | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Internet | 706.20 | 706.20 | 706.20 | 748.57 | 748.57 | 748.57 |
| Mantenimiento Activos | 1,412.40 | 1,412.40 | 1,412.40 | 1,497.14 | 1,497.14 | 1,497.14 |
| Mantenimiento Equipo | 1,177.00 | 1,177.00 | 1,177.00 | 1,247.62 | 1,247.62 | 1,247.62 |
| Mantenimiento Locales | 847.44 | 847.44 | 847.44 | 898.29 | 898.29 | 898.29 |
| Mantenimiento Vehículos | 1,412.40 | 1,412.40 | 1,412.40 | 1,497.14 | 1,497.14 | 1,497.14 |
| Matriculas-Licencias | 941.60 | 941.60 | 941.60 | 998.10 | 998.10 | 998.10 |
| Patentes Municipales | 235.40 | 235.40 | 235.40 | 249.52 | 249.52 | 249.52 |
| Peaje | 1,186.42 | 1,186.42 | 1,186.42 | 1,257.60 | 1,257.60 | 1,257.60 |
| Perdida por daño peresibles | 39,128.02 | 40,677.50 | 42,257.06 | 41,507.01 | 43,996.78 | 46,584.18 |
| Provisión Ctas. Incobrables | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Publicidad y Publicaciones | 38,360.81 | 39,879.90 | 41,428.49 | 40,693.14 | 43,134.10 | 45,670.77 |
| Refrigerios | 564.96 | 564.96 | 564.96 | 598.86 | 598.86 | 598.86 |
| Revistas y Periódicos | 282.48 | 282.48 | 282.48 | 299.43 | 299.43 | 299.43 |
| Seguros | 5,467.61 | 5,467.61 | 5,467.61 | 5,795.67 | 5,795.67 | 5,795.67 |
| Sistema de Radio | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Suministros de Computación | 2,824.80 | 2,824.80 | 2,824.80 | 2,994.29 | 2,994.29 | 2,994.29 |
| Suministros de seguridad | 2,118.60 | 2,118.60 | 2,118.60 | 2,245.72 | 2,245.72 | 2,245.72 |
| Suministros y Útiles Oficina | 2,824.80 | 2,824.80 | 2,824.80 | 2,994.29 | 2,994.29 | 2,994.29 |
| Suscripciones | 529.65 | 529.65 | 529.65 | 561.43 | 561.43 | 561.43 |
| Teléfonos- fax | 2,824.80 | 2,824.80 | 2,824.80 | 2,994.29 | 2,994.29 | 2,994.29 |
| Transporte y Movilización | 564.96 | 564.96 | 564.96 | 598.86 | 598.86 | 598.86 |
| Utensillos de cocina | 564.96 | 564.96 | 564.96 | 598.86 | 598.86 | 598.86 |
| Útiles de Aseo Y Limpieza | 1,129.92 | 1,129.92 | 1,129.92 | 1,197.72 | 1,197.72 | 1,197.72 |
| Viáticos en el Exterior | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Viáticos en el País | 1,177.00 | 1,177.00 | 1,177.00 | 1,247.62 | 1,247.62 | 1,247.62 |
| Varios | 4,708.00 | 4,708.00 | 4,708.00 | 4,990.48 | 4,990.48 | 4,990.48 |
| | 375,895.48 | 380,483.14 | 385,159.89 | 391,634.89 | 399,006.58 | 406,667.32 |

| | | | | | | |
|------------------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| Combustible y Lubricantes | 1,572.00 | 1,572.00 | 1,572.00 | 1,634.88 | 1,634.88 | 1,634.88 |
| Correo y courier | 314.40 | 314.40 | 314.40 | 326.98 | 326.98 | 326.98 |
| Donaciones | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Energía Eléctrica | 9,432.01 | 9,432.01 | 9,432.01 | 9,809.29 | 9,809.29 | 9,809.29 |
| Fletes y embalaje | 628.80 | 628.80 | 628.80 | 653.95 | 653.95 | 653.95 |
| Gastos de Exportación | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Gastos de Importación | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Gastos Legales | 655.00 | 655.00 | 655.00 | 681.20 | 681.20 | 681.20 |
| Impuestos y Contribuciones | 131.00 | 131.00 | 131.00 | 136.24 | 136.24 | 136.24 |
| Intereses y Multas | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Internet | 786.00 | 786.00 | 786.00 | 817.44 | 817.44 | 817.44 |
| Mantenimiento Activos | 1,572.00 | 1,572.00 | 1,572.00 | 1,634.88 | 1,634.88 | 1,634.88 |
| Mantenimiento Equipo | 1,310.00 | 1,310.00 | 1,310.00 | 1,362.40 | 1,362.40 | 1,362.40 |
| Mantenimiento Locales | 943.20 | 943.20 | 943.20 | 980.93 | 980.93 | 980.93 |
| Mantenimiento Vehículos | 1,572.00 | 1,572.00 | 1,572.00 | 1,634.88 | 1,634.88 | 1,634.88 |
| Matriculas-Licencias | 1,048.00 | 1,048.00 | 1,048.00 | 1,089.92 | 1,089.92 | 1,089.92 |
| Patentes Municipales | 262.00 | 262.00 | 262.00 | 272.48 | 272.48 | 272.48 |
| Peaje | 1,320.48 | 1,320.48 | 1,320.48 | 1,373.30 | 1,373.30 | 1,373.30 |
| Perdida por daño peresibles | 44,030.63 | 47,586.92 | 51,354.41 | 46,707.70 | 51,470.01 | 56,613.10 |
| Provisión Ctas. Incobrables | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Publicidad y Publicaciones | 43,167.29 | 46,653.84 | 50,347.46 | 45,791.86 | 50,460.80 | 55,503.04 |
| Refrigerios | 628.80 | 628.80 | 628.80 | 653.95 | 653.95 | 653.95 |
| Revistas y Periódicos | 314.40 | 314.40 | 314.40 | 326.98 | 326.98 | 326.98 |
| Seguros | 6,085.45 | 6,085.45 | 6,085.45 | 6,328.87 | 6,328.87 | 6,328.87 |
| Sistema de Radio | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Suministros de Computación | 3,144.00 | 3,144.00 | 3,144.00 | 3,269.76 | 3,269.76 | 3,269.76 |
| Suministros de seguridad | 2,358.00 | 2,358.00 | 2,358.00 | 2,452.32 | 2,452.32 | 2,452.32 |
| Suministros y Utiles Oficina | 3,144.00 | 3,144.00 | 3,144.00 | 3,269.76 | 3,269.76 | 3,269.76 |
| Suscripciones | 589.50 | 589.50 | 589.50 | 613.08 | 613.08 | 613.08 |
| Teléfonos- fax | 3,144.00 | 3,144.00 | 3,144.00 | 3,269.76 | 3,269.76 | 3,269.76 |
| Transporte y Movilización | 628.80 | 628.80 | 628.80 | 653.95 | 653.95 | 653.95 |
| Utensillos de cocina | 628.80 | 628.80 | 628.80 | 653.95 | 653.95 | 653.95 |
| Utiles de Aseo Y Limpieza | 1,257.60 | 1,257.60 | 1,257.60 | 1,307.90 | 1,307.90 | 1,307.90 |
| Viáticos en el Exterior | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Viáticos en el País | 1,310.00 | 1,310.00 | 1,310.00 | 1,362.40 | 1,362.40 | 1,362.40 |
| Varios | 5,240.00 | 5,240.00 | 5,240.00 | 5,449.60 | 5,449.60 | 5,449.60 |
| Total Gastos Ventas | 411,087.76 | 421,617.16 | 432,771.87 | 416,701.97 | 430,802.16 | 446,029.72 |

